

The NATIONAL UNDERWRITER

Life Insurance Edition



HANS A. KAUFMANN

After his war service, Hans Kaufmann returned to Louisiana State University where he received his degree in Electrical Engineering. But his earnings as an engineer with a construction company did not satisfy his ambitions.

With no previous experience in the insurance business he associated himself with the friendly Franklin in Baton Rouge. 1950 was his first year.

Here is a record of his cash earnings:

1950	\$ 6,030.30
1951	10,831.93
1952 (thru July) ..	7,802.60

GENERAL AGENCY
OPPORTUNITIES
IN NEW MEXICO

My dream of 5-figure earnings came true...

August 25, 1952

Mr. Chas. E. Becker, President
The Franklin Life Insurance Company
Springfield, Illinois

Dear President Becker:

As a relative newcomer to the Franklin organization I have yet to reach the peak of my earning capacity; however, what happened during the two and one-half years I have been associated with you has been truly amazing. If the proportionate increase in the past is any criterion of what is ahead, Franklin indeed provides a future unlimited.

With no previous insurance experience, presenting our exclusive PPIP and JISP contracts has made it possible to eliminate the usual period of lean years a new man must face. The readiness of the public to accept these outstanding plans has enabled me to earn commissions greater than even I had anticipated.

During the second year, my earnings almost doubled those of the first year; and in the first seven months of this year you have already paid me 80% of last year's income. I know this is not an unusual record at the friendly Franklin; but it would have taken many years of experience in my original field of electrical engineering to earn a like amount. Much credit is due our splendid Home Office staff who, while constantly looking after the welfare of the agent in the field, provide him with the most saleable insurance contracts in the industry.

Thank you for making my college dream of a five-figure-salary come true years ahead of expectation.

Cordially yours,

Hans A. Kaufmann

An agent cannot long travel at a faster gait than the company he represents.



The Friendly

FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over a Billion Dollars of Insurance in Force

\$205,000,000 gain in insurance in force during 1951

FRIDAY, OCTOBER 3, 1952

The **FIRST LINE** of protection...



Introducing **GUARDIAN'S** **NEW PARTICIPATING** **ACCIDENT AND HEALTH** **POLICIES**

A COMPLETE AND MODERN LINE!

COMMERCIAL!

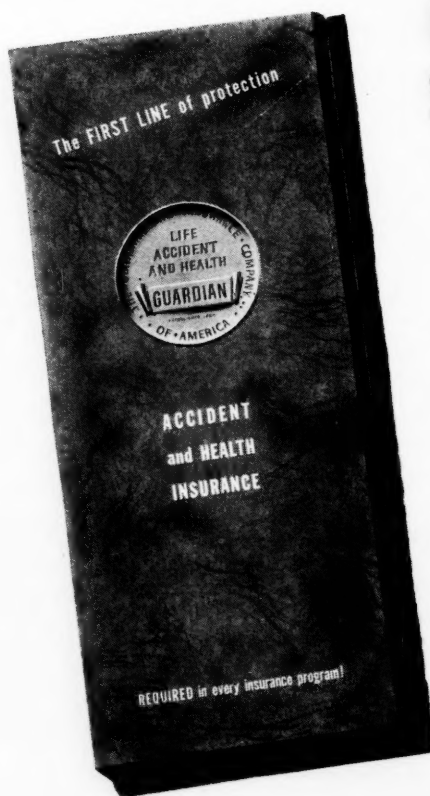
A broad selection of policies with benefits created to fit the specific needs of each applicant. Benefits include: *Lifetime Accident*—50 months insured's occupation, thereafter any reasonably gainful occupation. *Partial Disability* paying 50% up to a full year. *Dismemberment*, with optional single sum payment as the minimum benefit. *Double Indemnity* for common carrier accidents (including non-scheduled air flights). *Non-Confining Health* policies. *Blanket Medical Expense*. *Broad Surgical Schedules*.

NONCANCELLABLE!

Choice of *One Year*, *Two Year* or *Ten Year Health Plans*; *Lifetime Accident* on all. *Non-aggregate*. Features include: *Total disability*, 60 months insured's occupation, thereafter any reasonably gainful occupation. *House-Confinement* not required. Optional: *Principal Sum*, *100-Day Hospital or Nurse Benefits*, *Surgical Schedules* with \$100 to \$300 limits. **GUARANTEED RENEWABLE TO AGE 65!**

HOSPITAL PLANS!

Individual or family plans paying fixed daily benefit up to *100 Days in Hospital or Nurse in Home*. 10-day maternity benefit. *Miscellaneous Hospital Expenses* up to 15 times the single daily benefit. Optional *Surgical Schedules*—\$150 or \$300 limit—in or out-of-hospital coverage. In-hospital Medical Expense if no surgery.



WITH THESE BIG SELLING ADVANTAGES!

- ★ **ANNUAL DIVIDENDS!**
- ★ **INCREASED BENEFITS!**
Benefits increase 10% for annual premium; 5% for semi-annual.
- ★ **NO INCREASE IN RENEWAL PREMIUMS AT OLDER AGES!**
- ★ **NO REDUCTION IN BENEFITS AT OLDER AGES!**
- ★ **WORLDWIDE COVERAGE!**
- ★ **ALL PASSENGER AIR TRAVEL COVERED!**
- ★ **FLEXIBLE SCHEDULE-TYPE POLICIES!**
- ★ **BROAD INSURING CLAUSE!**
- ★ **LIBERAL DEFINITION OF TOTAL DISABILITY!**
- ★ **BUSINESS-BUILDING SALES KIT!**

Complete and comprehensive. Slips into a pocket. Contains explanation of all coverages *plus* competitive advantages of Guardian's benefits. Includes rate card and classification of risks, proposal forms, miniature policies, applications.

and VESTED COMMISSIONS PLUS PERSISTENCY COMPENSATION!

A MUTUAL COMPANY

THE GUARDIAN Life Insurance Company **OF AMERICA**
50 Union Square, New York 3, N. Y.

BROKERS — SEE YOUR NEAREST GUARDIAN AGENCY
... or write directly to our Home Office.

A. & H. Bureau Elects Hauschild New Chairman

**Impressive Program Is
Run Off at Annual
Meet at Asheville, N. C.**

E. A. Hauschild, Security Mutual, N. Y., was elected chairman of the governing committee of Bureau of A. & H. Underwriters, N. C., to succeed Neil J. Brown, Hartford Accident.

The 12 companies elected to the governing committee and their representatives are: Aetna Life, Logan Bidle; American Health, W. deV. Washburn; Connecticut General Life, Robert K. Metcalf; Continental Casualty, A. B. Hvale; Equitable Society, J. Henry Smith II; Fidelity & Casualty, W. L. Bates; Indemnity of North America, W. E. Kipp; Maryland Casualty, F. L. Templeman; New York Life, Laurence B. Soper; Standard Accident, Paul E. Laymon; Travelers, Halsted E. Redfield, and Union Mutual Life, Alfred W. Perkins.

In his remarks at the closing session, J. F. Follmann, Jr., bureau general manager, reported that 19 companies had joined the bureau during the year. The combined A. & H. premium volume of the bureau companies at the end of 1951 exceeded \$610 million.

Impressive Program

The program was an impressive one, consisting of 12 talks or panel discussions covering a wide range of A. & H. subjects.

Waldo C. Cheek, North Carolina commissioner, and the first speaker on the program, reviewed some of the problems of regulating the A. & H. insurance business. North Carolina is the only state having a law that provides for the regulation of A. & H. policy forms, the bill having as one of its provisions that the commissioner may within 30 days after filing of the form disapprove it if "the benefits provided therein are unreasonable in relation to the premium charged." Mr. Cheek asked how the commissioner is supposed to know when the benefits are unreasonable in relation to the premium when there is no general agreement as to what is a reasonable loss ratio and there is such a large number of forms of varying types of A. & H. that even if the ratio were ascertained for one form, it could not be applied to the others.

Charges "Poor Job" Done

Nearly every A. & H. policyholder feels cheated if he does not get back in benefits at least as much as he has paid in premiums, Mr. Cheek remarked, and this is because the agents have done a very poor job. "We have done this bad job because we are divided in our outlook, we are divided in our efforts and we are divided in our approach," he said. Instead of educating the public to the merits of the insurance, he charged the agents have caused the present unfavorable attitude on the part of the public by spending too much time running down the coverage of another company.

Complete medical care cannot be provided on a voluntary basis until the

(CONTINUED ON PAGE 22)

Pictures N.A.L.U. as Company Dominated

**Wyman Says Ordinary
Agent Is Without
Representation**

Charges that National Assn. of Life Underwriters policy and activities are determined by representatives of the companies, in the form of managers and general agents, have been made by Silas D. Wyman, Boston, as president of the Agents Assn. of Equitable Society, in an open letter to American Life Convention and Life Insurance Assn. of America.

Mr. Wyman avers that, in effect, this deprives the ordinary agent a vehicle for representation, especially in connection with discussions concerning amendment of section 213 of the New York law.

Long in the forefront of association activities, Mr. Wyman has served as a trustee of N.A.L.U. His letter follows in full:

"This letter is addressed to top management with the purpose of furthering the best interests of the institution of life insurance.

"The Agents Assn. of Equitable Society is the largest independent organization of ordinary agents which excludes from its membership general agents, managers and all others who are directly or indirectly a part of management.

"As you know, it was the only spokesman for strictly ordinary agents to testify before the New York joint legislative committee on insurance rates and regulation at the public hearings on proposed legislation to revise section 213 of the New York insurance laws. We strongly opposed the companies' bill, which was later rejected, and in our testimony we pointed out serious inequities and emphasized the grave abuses in the operation of the agency system, particularly the widespread practice of confiscation of renewal commissions. Although this organization comprises agents of a single company, our statement was in fact a presentation in behalf of the ordinary agents of practically all companies.

"We note with gratification that as a result of our public exposure of the system of confiscation of renewal commissions, the managements of some of the larger companies have taken steps through revision of their agents' contracts to provide for the vesting of renewals. We express the satisfaction of ordinary agents of all companies in this evidence of willingness on the part of some managements to put an end to certain of the serious injustices which exist in the agency system. We expect this progress to continue and that the rest of the important companies will also arrange soon for the vesting of renewal commissions because they will otherwise find themselves in a disadvantageous competitive position.

"It is regrettable but a matter of record that life insurance management rarely initiates vigorous measures for improvement in the agency system and in the status of agents, but takes such action usually only when forced to do so by legislation, competition or public opinion. This unhealthy situation stems from the fact that, except for this recently formed agents association, there

(CONTINUED ON PAGE 22)



S. D. Wyman

Rhodebeck, Head of U. S. Life Since 1947, Is Resigning

Richard Rhodebeck, president of United States Life since 1947, will resign at the end of the month. He has not announced his future plans.

Mr. Rhodebeck entered the business with Provident Mutual Life at New York City. He later became brokerage supervisor there for New England Mutual, and general agent for United States Life, 1935-36. The following year, he joined American International Underwriters, with which U. S. Life had been affiliated until its sale to Continental Casualty.



R. Rhodebeck

Active in Associations

After two years as manager of the A.I.U. life department, Mr. Rhodebeck became superintendent of agencies, and later agency vice-president of U.S. Life.

He has been active in working for improvement in the present New York limitation law. He is a member of the executive committee of the Insurance Federation of New York and is the American Life Convention's vice-president for New York state. In addition, he has been active in the Life Advertisers Assn., and took part in a panel discussion at the L.A.A. annual meeting at Montreal. He has served as chairman of several of its committees.

Tax Bureau Has to Dec. 5 to Appeal Hobart-Oates Case

WASHINGTON — The internal revenue bureau must decide by Dec. 5 whether to appeal or accept the tax court ruling in the Hobart and Oates case involving insurance commissions.

If the bureau acquiesces, the court's decision would be followed as a precedent. If it does not acquiesce, the bureau could fight the same kind of case again.

Dickey Postpones Action Against Pierce in Oklahoma

OKLAHOMA CITY — Insurance Commissioner Dickey has notified 16 protesting Oklahoma insurers that their petition for cancellation of the license of Pierce Ins. Co. of California failed to allege any statutory ground for the action.

At the same time, the commissioner announced that a hearing will be held to give the petitioners an opportunity for further arguments.

The petition alleges that Pierce, which has been operating in the state since May, had circulated false information about the plaintiff companies. It alleged the action would tend to discredit and impair public confidence in all domestic insurance companies.

The petition was filed by the following companies: Equity Life Assn., Home Aid Assn., Oklahoma Protective Assn., Good Samaritan Life Assn., American Mutual Life, American Life Assn., Mutual Reserve Life, Old American Life, Continental Travelers, Oklahoma State Life, Universal L. & A., Bankers Security Life, Oklahoma Benefit Life, Standard L. & A., Empire Life and Pioneer Reserve Life.

D. W. Tibbott Succeeds Cawthorn-Page as L.A.A. President

**Montreal Meeting Is
Sparkling Affair,
Exhibit Interest High**

By ROBERT B. MITCHELL

MONTREAL—An exceptionally fine program, a record number of exhibits, a near record in members attending and a new high in total registrations, marked the annual meeting of the Life Insurance Advertisers Assn. held here this week. There were 308 members on hand, a registration total of 412, a total of 396 exhibits from 82 companies, with 127 award winners in 18 qualifications.

There appeared to be a greater degree of interest in looking over the exhibits than at any previous L.A.A. meeting. Fostering this was the placing of the exhibits at the rear of the ballroom where the sessions were held, making it particularly convenient for the members to make use of their available time to see the entries.

The association decided to hold its 1953 meeting at the Statler Hotel, Bos-



D. W. Tibbott

OFFICERS ELECTED

President—David W. Tibbott, New England Mutual.

Vice-president—Jack R. Morris, Business Men's Assurance.

Secretary—A. H. Thiemann, New York Life.

Treasurer—John L. Briggs, Southland.

Editor—Henry Morrow, Life of Georgia.

Executive committee — L. Russell Blanchard, Paul Revere Life; Richard L. Hindermann, Pan-American Life; H. G. Kenagy, Mutual Benefit Life; John P. White, Lincoln National; Kenneth K. Wunsch, Northwestern National; A. L. Cawthorn-Page, Metropolitan Life, ex-officio as immediate past president.

ton, Oct. 8-10. Contrary to usual L.A.A. practice, it will be at the end of the week.

The gathering was saddened by the death of Percy Lyons, retired advertising manager of Manufacturers Life. He suffered a cerebral hemorrhage Monday during the meeting and died in Montreal Western hospital the next morning. He was a charter member of L.A.A. and was a close friend of many of those attending the meeting.

Crockford Leads Off

Morgan Crockford, Excelsior Life, general chairman for the meeting, set the stage at the opening session, touching briefly on the various events that the committee had planned. He mentioned that printed proceedings of the meeting would be issued about the end of October, so they can be circulated

(CONTINUED ON PAGE 20)

HEAR PRESIDENT DAWSON

Cal. Conclave Ends Region Rallies for Mutual Leaders

Mutual Life of New York completed a series of regional business conferences with a meeting at

Coronado, Calif., for western division members of the National Field Club. Of the 597 agents over the country who qualified for the company's honor organizations, 21 had marked up 25 or more years of membership and 15 had been members for 20 to 25 years.

Leading the veterans were Jacob W. Shoul, Boston, and Neil Heimel, New Orleans, each of whom qualified 35 years for the National Field Club. Byron W. Pixley, Phoenix, recorded 32 years of honor club qualification. Not far behind were Mott B. Hyde, Pittsburgh; K. M. Beckman, Columbia; Charles S. Wilkins, Jackson, and Walter W. Jones, Pasadena, all 30-year members.

Lake Agency Leads

In qualifying 19 agents for membership in the Top and National Field clubs, the New Orleans agency, managed by James H. Lake, was first among all company agencies throughout the country. The George A. Knutsen agency at Milwaukee with 18 qualifiers took first in the central division; the Richard E. Myer agency at New York city topped the eastern division with 17, and the Lyle H. Funnell agency at Spokane headed the western division with 14 qualifications. The leaders were awarded plaques at the various regional meetings.

Louis W. Dawson, president, in his Coronado talk warned that "we must not relax our vigilance when deflationary signs appear." Rather, "we must continue to be alert against those things which at a later date could cause resumption of inflation." He pointed out that in a little over a year there have been both inflationary and deflationary trends.

Mr. Dawson said that no one "can predict the economic future with any great assurance." Certainly the outlook for the rest of 1952 and into 1953 is good, "but after 10 years of almost uninterrupted record-breaking good business we approach the time when we may be somewhere near the top of a major boom."

Noting that for the first eight months of the year the company has shown an increase of 15% over total life sales for the same period of 1951, Mr. Dawson said the gain was accomplished at a time when agents were establishing themselves in accident and sickness business. Launching of these operations, he said, may temporarily have an adverse effect on the life volume. In the long run, however, he predicted A. & S. would prove an important source of additional income as well as favorably affect life sales.

Mr. Dawson remarked that the company is taking advantage of all opportunities to reduce costs. Gains from mortality have increased steadily, though they haven't been occasioned by unduly restricted selection methods.

Gains in 1951 were about \$2 million greater than in 1946. Among the reasons, he said, are submission of better quality business, more scientific underwriting methods, better pricing of risks, and a general improvement in health and longevity. Interest gains also increased from only \$7,000 in 1946 to more than \$6.5 million in 1951, and during the six-year period net capital gains from

investment operations amounted to more than \$31 million.

He noted that at the close of 1951 the company was operating with 17% fewer employees than in 1940, although it serviced 22% more insurance, did 52% more new business and operated 22 additional agencies. To help improve business, Mr. Dawson said that the company this year substantially increased its advertising appropriation. Various economies have been effected without a reduction in quality, variety or speed of service to policyholders.

Stanton G. Hale, vice-president for sales, urged agents to make a periodic review of fundamentals in life insurance selling, and said order and simplicity were "the first steps in the mastery of any job." He stressed self-management, skill, drive and self-respect that is necessary to achieve success.

SALES HINTS

Following are some of the sales ideas contained in addresses delivered at regional meetings:

While attempts to sell A. & S. usually follow the life insurance presentation, in some cases they serve as a good life insurance door-opener, according to Richard B. Thompson, director of sales development. People today, he said, are intensely interested in A. & S. insurance, and do not offer resistance to talking about it as they often do a discussion of life insurance.

One successful approach described by Mr. Thompson was where an agent used

the two-interview system almost exclusively. At the close of the first interview he tells the prospect that it will take several days to complete the life insurance recommendations. However, the prospect definitely should protect his income against accident and sickness immediately, so he suggests going ahead with that policy. The prospect usually is agreeable, and this not only assures the agent of at least a minimum amount of pay for the work he does on each case, but also makes it easier for him to close the life coverages, because there has been a bond of confidence established.

How to Get Prospects

The need for a continual flow of qualified prospects was mentioned by J. Dudley Miller of the Persons agency at Chicago. When he runs out of qualified prospects, he goes back to long established clients and carefully explains that he needs their assistance in obtaining quality names. This brings new business from the new names, and often additional business from the old contacts.

It is when delivering a policy that Mr. Miller particularly impresses his clients of their importance in helping him obtain prospects. He points out that his counsel will be available to the new policyholder at no cost whenever it is needed. His only method of further compensation is through obtaining names of persons whom the prospect feels might benefit from the type of service he has received.

Albert C. Pearson, Jr., Newark, though noting that only a few agents should become business insurance specialists to the exclusion of other coverages, recommended one or two business calls on a regular weekly basis. To sell business insurance, the agent must first study the subject and the sales tools thoroughly, then arrange an interview

(CONTINUED ON PAGE 10)

Selection Men Elect W. H. Harrison as New President

Succeeds J. Q. Taylor at Cincinnati Meeting, Membership at New High

CINCINNATI — An all-time peak of 230 member companies, a gain of 13 was reported by John T. Acree, Jr., president of Lincoln Income Life, chairman of the membership committee, at the Institute of Home Office Underwriters' annual meeting here. William



James Q. Taylor



W. H. Harrison

H. Harrison, underwriting executive of Security Mutual Life of New York, was elected president succeeding James Q. Taylor, 2nd vice-president of Northwestern National Life. The 1953 meeting will be held at Chicago.

J. H. B. Peay, Jr., assistant secretary of Life of Virginia, was named executive vice-president, and C. Edwin Carlson, chief underwriter of Continental Assurance, vice-president and auditor; James D. Renn, secretary Peninsular Life, secretary-treasurer, and Ray E. Button, vice-president of reinsurance of Republic National, publicity director, were reelected.

New members of the executive committee are Richard S. Rust, Jr., first assistant secretary of Union Central; D. M. Ibbott, chief underwriter Southwestern Life; John Duston, underwriting secretary Equitable of Iowa, and William Morris, manager of weekly premium Life of Georgia. Holdover members are Mr. Acree, J. B. Corbett, manager underwriting department Colonial Life, and Mr. Taylor as immediate past president.

Low Cost Is Aim

In his welcoming address, Richard S. Rust, Sr., vice-president and secretary of Union Central, emphasized the importance of selection of the risk and pointed out that the chief aim of selection officers is to give insurance protection to an increasing number of citizens working eventually to universal coverage at not too great a cost.

In addition to the prepared talks reported in THE NATIONAL UNDERWRITER last week, there were several forums and clinics on both ordinary and industrial life underwriting problems.

The panel on underwriting women included H. L. Soll, underwriting secretary Security Life & Accident; A. R. Todd, vice-president Lamar Life; J. C. Holliday, Jr., assistant secretary Liberty Life, and E. B. Tilton, superintendent life underwriting Farm Bureau, Ohio. On term insurance, there were R. S. Wagner, vice-president United Benefit; R. W. Wait, chief underwriter Farmers & Bankers; J. A. White, manager policy division Hoosier Farm Life, and I. A. Dryden, Jr., vice-president and manager of underwriting Amicable Life.

On present and potential war risks, there were W. C. Hemmerling, under-

(CONTINUED ON PAGE 10)

The COMMONWEALTH Commentary

As We Enter the Stretch

1952 is proving to be a good year for Commonwealth Fieldmen. Sales of new business during the first eight months of 1952 compared with the like period of 1951 show increases of 33.8% of Ordinary and 29.8% of Weekly Premium.

INSURANCE IN FORCE, September 1, 1952—\$582,053,702

COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.



"It's like having
the Liberty Bell
in our living room."



*You can't have the Liberty Bell in your living room
—but you can bring into your home the freedom,
security and independence for which it stands.*

Perhaps you don't realize that personal freedom from worry . . . security without dependence on family or government . . . financial independence of your own making . . . all may be yours through life insurance.

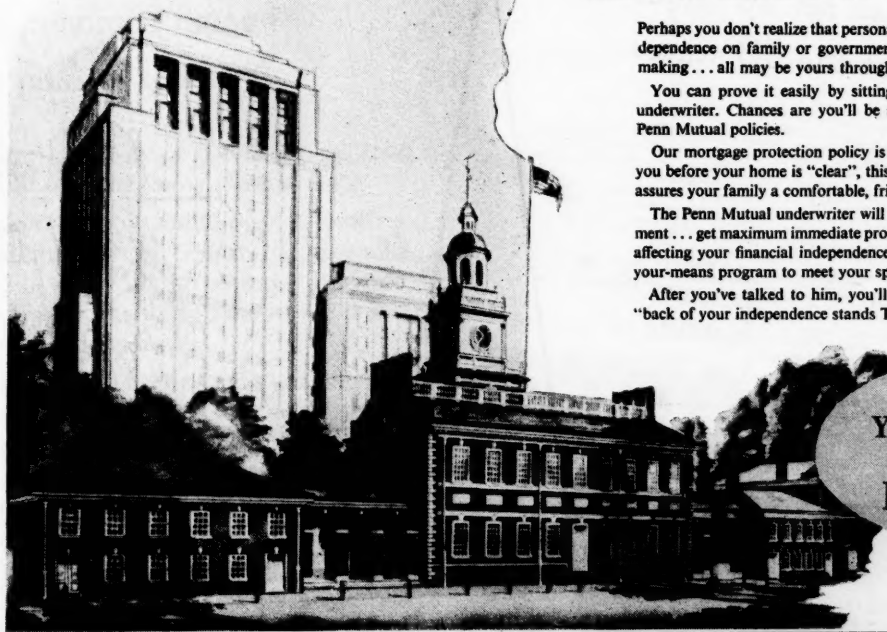
You can prove it easily by sitting down and talking with a Penn Mutual underwriter. Chances are you'll be surprised at the variety and flexibility of Penn Mutual policies.

Our mortgage protection policy is one example. Should anything happen to you before your home is "clear", this low-cost policy pays off the mortgage . . . assures your family a comfortable, friendly place to live.

The Penn Mutual underwriter will show you how to provide for your retirement . . . get maximum immediate protection at low cost . . . meet other problems affecting your financial independence. And he'll work out a practical, within-your-means program to meet your specific needs.

After you've talked to him, you'll understand what we mean when we say "back of your independence stands The Penn Mutual."

Back of
Your Independence
Stands The
PENN MUTUAL

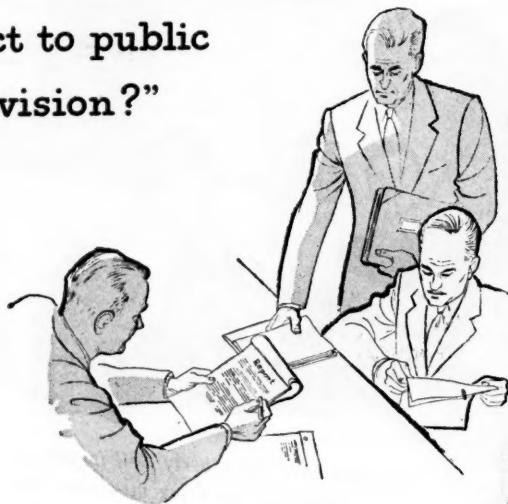


THE PENN MUTUAL LIFE INSURANCE COMPANY • INDEPENDENCE SQUARE, PHILADELPHIA

For 1952-'53

the Institute of Life
informativ

"Are Life Insurance companies
subject to public
supervision?"



Yes — by authorities set up under the
laws of each of the 48 states

PUBLIC supervision supplements the primary responsibility of management to fulfill all obligations to its policyholders.

Recognition by the states of the public interest in life insurance goes back more than 100 years. The first general insurance law was adopted in 1849. Six years later the first state insurance department was established to supervise the operation of the companies.

Today, each company has to meet the requirements of the laws and be licensed in every state in which it is admitted to do business. These laws vary from state to state.

These laws cover such things as the minimum standards for reserves and premiums to assure solvency; provisions in the policies the companies issue; the way they invest their money—and many other points.

The affairs of the company are subject to continuous supervision and periodic examination by

state supervisory authorities. Each company has to report in detail to these states each year on forms prescribed by the National Association of Insurance Commissioners.

The periodic examinations cover such things as the general conduct of the business, solvency of the company, the type and value of its investments and the character of service to its policyholders.

Both the yearly reports submitted by companies and the reports of examination by the supervisory authorities are made public record.

Institute of
Life Insurance

Central Source of Information about Life Insurance
468 MADISON AVENUE NEW YORK 22

to build an
even better understanding
of the Life Insurance
business

"How much Life Insurance
should a man own?"



That depends upon what
his responsibilities are

PEOPLE'S needs differ. Family needs differ. Goals ambitions desires needs — all are likely to be different from the folks right next door.

How then can a man tell how much life insurance he should own?

The best way is for him to sit down with his family and first figure out what his responsibilities and goals are. What are the specific ambitions desires and needs of the family?

Among the things that a man may want to consider are protecting his family by covering the immediate expenses in case of his death, providing an income for his family, education for his children, a home that's free and clear, possibly a re-

irement income for his wife and himself. Once these goals are clearly determined he would naturally turn to the person best qualified to help him fit life insurance to these goals—his life insurance agent.

So you can see there is no one answer to how much life insurance a man should own. It depends entirely upon what he needs and wants life insurance to do for him.

Institute of
Life Insurance

Central Source of Information about Life Insurance
468 MADISON AVENUE NEW YORK 22 NEW YORK

Life Insurance continues its new campaign

New campaign to answer the most frequently asked questions from the standpoint of individual policyholders and the business...

"How much Life Insurance should a man own?"

"How are premiums figured?"

"Why are policies so long?"

These are but a few of the questions that people really want to know more about.

Through research and by questioning people in all parts of the country, in all walks of life, and in every age group, the Institute of Life Insurance has undertaken to find out what these questions are!

During the past year, question-and-answer advertisements have proved an effective way to bring the messages about life insurance to the public at large.

The Institute has explained how life insurance operates. It has highlighted certain social contributions. It has helped in the fight against inflation.

For 1952-'53, the Institute of Life Insurance will continue to explain these broader aspects of life insurance. In addition, the campaign will be extended by including more questions that are of prime interest to the policyholders themselves.

"Darling—why must Life Insurance policies be so long?"



Because they contain so many provisions stating your rights and benefits

YOUR life insurance policies do have a lot of words. But these words are necessary to spell out your privileges and benefits and to define the obligations of the companies.

The life insurance policy of today is far more flexible than the shorter policy of years ago. This has come about as the companies, competing to meet public needs and desires, have sought steadily to improve their policies.

In the early days, for example, one company would offer a new provision. Still others would add further advantages. And so life insurance policies "grew" to include, among other things, the grace period of paying premiums, the loan privilege, your guarantees if you have to stop paying premiums, and ways in which benefits may be paid in the form of income or over a period of time.

Many of the advantages you find in your policies are now required in substance by law in the various states.

If you and your family are to use the policies you own to best advantage, it is important that you understand them. Why not look them over carefully sometime? If you have any questions about their provisions, your agent or your company will be glad to answer them.

**Institute of
Life Insurance**

Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, NEW YORK

Starting the week of October 13, these messages will appear in 475 newspapers and in six major farm publications across the country. All told, these new messages about your business will be presented to an audience of about 50 million—the policyholders and the public upon whose good will the success of the life insurance business and of the life insurance agent depends.

INSTITUTE OF LIFE INSURANCE

Central Source of Information about Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.



Officers of Institute of Home Office Underwriters elected at the annual meeting at Cincinnati.

First row, from left: Executive vice-president, J. H. B. Peay, Life of Virginia; outgoing president, James Q. Taylor, Northwestern National; president, William H. Harrison, Security Mutual Life of Binghamton; vice-president and editor, C. Edwin Carlson, Continental Assurance; secretary-treasurer, James D. Renn, Peninsular Life.

Second row, from left: Publicity director, Ray E. Button, Republic National Life; executive committeemen, William Morris, Life of Virginia; John Duston, Equitable Life of Iowa; Joseph B. Corbett, Colonial Life; Richard S. Rust, Jr., Union Central Life. Douglas M. Ibbott, Southwestern Life, who is on the executive committee, is not shown.

ZIMMERMAN AT L.A.A.

To Be More Effective "Ad" Man Must Have Deeper Insight into Business

MONTREAL—To do their job more effectively, life insurance advertising men must have a greater knowledge of life insurance and its services, said Charles J. Zimmerman, managing director of L.I.A.M.A., at the annual meeting of the Life Insurance Advertisers Assn. here.

"Knowing your product means much more than knowing the types of policies your company issues," he said. "It means more than knowing the uses which these policies serve. It means knowing what it is that makes a good man."

"You must also have a greater knowledge of your market and your company's place in that market."

Mr. Zimmerman said that the life insurance business has much to learn about how to distribute more effectively the services of personal life insurance.

"For example," he said, "outside our business there are two trends in particular which should challenge our attention and stimulate our thinking. One is the trend toward monthly payments. The other is the trend toward deductions at the source, namely, from the

pay-check. It seems to me that life insurance must devise better means of meeting public habits and desires in both these areas if we are to continue to serve the entire market."

Discussing the need for broad knowledge of the company's market, Mr. Zimmerman said the advertising man needs to know what his company's marketing philosophy is, what market it is trying to reach, what market it is actually serving, and what type of field organization is needed to best take care of the market.

Questions Are Necessary

"It is necessary to ask these questions," he said, "because some companies wish to serve the entire market, whereas others have committed themselves to a policy of serving only a segment of the market. Some companies have a widespread market geographically. Still other companies have concentrated their distribution efforts within a comparatively small geographic area."

Besides the trend toward monthly payments and payroll deductions Mr. Zimmerman listed other distribution prob-

lems and trends which he said the life advertisers should have a greater knowledge of. These included the trend toward selling fewer ordinary cases, while at the same time mutual funds are broadening their markets to lower income levels; the shift in the distribution of earnings between various segments of the population because of the great economic strides made by skilled and semi-skilled workers; the trend toward allotting a greater share of security expenditure dollars to other than individual life insurance policy ownership; the trend toward having the life agent handle all forms of personal insurance, and the trend which "some profess to see" toward companies cultivating life insurance business from general insurance men. Still others, he said, have mentioned the possibility that the insurance man of the foreseeable future will have a knowledge of property and casualty insurance as well as of life insurance.

Mr. Zimmerman was encouraging about the results to be obtained through improved sales promotion, saying that "even a small improvement in the effectiveness" of it will pay off big in sales results. In addition to helping cut turnover through more effective recruiting and induction material, the advertising man can help hold many men in the business who would otherwise fail.

Agents quit mainly because they lack

productive prospects and adequate supervision. If the marginal agent had sales contact a day with one more good prospect, these five added sales contacts per week would result in one additional sale every two weeks, said Mr. Zimmerman. This bi-weekly added sale would represent the difference between success and failure for almost every one of those agents who fall by the wayside after their apprentice training stage and before they have been in the business five years.

Life Companies' October National Advertising Program

Following is the national advertising which life companies have scheduled for October issues of the publications listed. Where no date is indicated the publication is a monthly magazine:

Connecticut General—Newsweek, Oct. 13; Wall Street Journal, Oct. 13, 27.

John Hancock—Life, Oct. 20; Newsweek, Oct. 27; Saturday Evening Post, Oct. 11; U. S. News & World News, Oct. 24.

Lincoln National—Life, Oct. 13; Saturday Evening Post, Oct. 4, 25.

Massachusetts Mutual—Time, Oct. 20.

Metropolitan Life—American Magazine; Business Week, Oct. 25; Collier's, Oct. 25; Cosmopolitan; Forbes; Good Housekeeping; Ladies' Home Journal; McCall's; National Geographic; Newsweek, Oct. 27; Saturday Evening Post, Oct. 18; Time, Oct. 14; U. S. News & World Report, Oct. 17; Woman's Home Companion.

Mutual Benefit—Fortune; Saturday Evening Post, Oct. 18; Scholastic, Oct. 8, 22.

Mutual of New York—Better Homes & Gardens; Collier's, Oct. 18; Life, Oct. 13; Newsweek, Oct. 20; Parents; Time, Oct. 13.

National Life of Vermont—Business Week, Oct. 18.

New England Mutual—Business Week, Oct. 25; Newsweek, Oct. 27; Parents; Saturday Evening Post, Oct. 25; Wall Street Journal, Oct. 14; 34 college alumni magazines.

New York Life—Business Week, Oct. 11; Collier's, Oct. 4; Country Gentleman; Dun's Review; Fortune; Ladies' Home Journal; Life, Oct. 20; Newsweek, Oct. 6; Saturday Evening Post, Oct. 4; Successful Farming; Time, Oct. 13; U. S. News & World Report, Oct. 17. Northwestern Mutual—Newsweek, Oct. 20; Time, Oct. 6; U. S. News & World Report, Oct. 24.

Prudential—Independent Newspaper Supplements, Oct. 12; Newsweek, Oct. 20; Parade, Oct. 12; Saturday Evening Post, Oct. 18; This Week, Oct. 12.

Still Seek Stricter Ind. Law

Tightening of the Indiana law to require more stringent qualifications for an agent's license was discussed at an executive committee meeting at Indianapolis of Indiana Leaders Club, the state quarter-million-dollar group.

The club has for several years unsuccessfully sought to get the unqualified backing of all industry groups in Indiana for a revision of the law, particularly to require written examinations for a license. Presently, the law requires only certification of completion of an approved training course.

The club will hold its annual meeting at Turkey Run State Park, April 24-25.

A plan was approved to make an award to local life underwriters associations each year based on the increase in association members qualifying for the Leaders Club.

Provident Life has appointed Milton D. Bradford manager of public relations. Mr. Bradford has been with the accounting department since joining the company in 1950.

A Complete Line of Coverage

Life Insurance Accident & Health
Hospitalization Medical-Surgical

Excellent Opportunities for Capable Salesmen

Bankers Life & Casualty Company

John D. MacArthur, President

Chicago 30, Illinois

Relates Economic Factors to Outlook of Life Insurance

Woodward Tells L.A. Rally Business Faces Changing Conditions

MONTREAL — Donald B. Woodward, vice-president



D. B. Woodward

for research, Mutual Life, evaluated the life insurance outlook as it is affected by what he termed the seven economic forces dominating current times, at the Life Insurance Advertisers Assn. annual meeting here.

Identifying these forces as population growth, rise and redistribution of real income, inflation, the world abroad, scientific revolution, big government, and boom, Mr. Woodward noted they have one common characteristic in that in the past they have resulted in economic fluctuations, often called business cycles. Generally, he opined, these factors presage that the people of this continent have begun a half century that will see them reach a higher point than human progress has yet seen, and that the next several years of this decade are likely to be marked by economic instability and change, with forces of inflation and deflation alternatively dominating.

Mr. Woodward predicted that life insurance marketing will encounter conditions differing sharply from those of the last six years. A sizable decline is already under way from the large numbers of marriages and babies of recent years, and it will continue as a result of the low birth rate in the 1930's. The situation will change to one of boom again in the 1960's as a result of the recent high birth rate.

Sees Expanded Market

The rise in income, coupled with the rise in population will enormously expand the market, Mr. Woodward continued. Life insurance coverage is spotty, with parts of the market most amenable to expansion being reached least effectively. Particular attention must be given the problem of the relation of inflation and fixed dollar contracts, he said.

The call to life insurance skills and resources to take an even larger part in world reconstruction is growing stronger, the speaker noted. The scientific resolution, too, is greatly altering company operations. When the current boom subsides, even for a brief period, companies will be concerned about several matters which have not bothered them for some time, such as lapsation, surrenders, defaults among investments, etc.

The variety of changes which these forces are bringing to life insurance, according to Mr. Woodward, will require an improvement in the quality of information on which many decisions are reached. The quantity of information on almost every aspect of life insurance operations is impressive, he said, adding, however, that often this is not true of quality.

Business Will Influence Factors

Mr. Woodward observed that not only will the business be influenced by these forces, but it will join with other institutions in influencing them. As an example, he remarked that life insurance is of great, and inadequately explored, importance in the matter of economic stability. It operates powerfully on the side of regularization of economic activ-

ity at a high level, thereby working toward a goal society seeks. In addition, the two essential constituents of scientific revolution, discovery and application, are furthered by competent research and investment, each of which are highly influenced by life companies. Through developing new investment techniques and fields, life companies will begin to play a bigger part in world reconstruction and development.

Buying Capacity, Income Related

The importance of life company operations to the income of the people cannot be overstated, Mr. Woodward asserted. Noting that the way to higher income is through saving and investment, he cautioned against the socialist's line that production isn't a problem any more, and that all attention must be given to distribution. More income can result only from more production, and more production can result only through saving and additional investing. Life insurance, he added, has made an enormous contribution to higher incomes by stimulating saving and investing.

Commenting that the rising real income of the people will bring an enormous increase in the capacity to buy protection, Mr. Woodward predicted that the latter will be much more rapid than the former since necessary expenses go up more slowly than total income. The rising capacity should

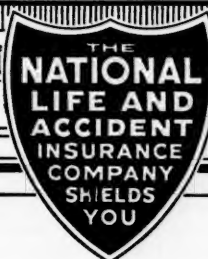
make it possible for the people to make up for the lag in recent years, when coverage has fallen behind the combination of declining value of the dollar, the rising population, and the increasing standard of living. The rising capacity to buy, he emphasized, should make it possible for the public to achieve a more adequate coverage than the present total of one single year's income in life insurance.

With N. W. National

W. G. Henry of Northwestern National Life at Houston, was identified as being with Northwestern Mutual in THE NATIONAL UNDERWRITER of Sept. 26.

Mr. Henry, a former basketball All-American at Rice Institute, is entering Northwestern National's management training program as a supervisor at Dallas. The 6' 9" former center has been with the company since 1945.

Snapped at the recent N.A.L.U. convention in Atlantic City: Harry J. Syphus, N.A.L.U. trustee, and Frank Mozley, both of Beneficial Life at Salt Lake City; and Clarence D. Connell, Provident Mutual, New York City, past president, N.A.L.U.



THE HARVEST

The corn is in the shock, the tobacco is in the barn, cotton pickers are in the fields, county fairs are in full swing, nights are crisp and days are growing short. It's harvest time.

This fruition of the labors of all the year reminds us again of Life Insurance and how it serves thoughtful people who plow under a part of each year's income as a safeguard against the uncertainties of the future.

The NATIONAL LIFE and ACCIDENT

Insurance Company

INCORPORATED

Home Office: NASHVILLE, TENNESSEE

L.A.A. HEARS SMITH

Field Trip with Agent Will Help Advertising Man

MONTREAL—It would be a "wonderful thing" for every advertising man occasionally to spend a full day with an agent who operates in some outlying territory, said George F. B. Smith, executive vice-president of Connecticut Mutual, at the meeting here of Life Advertisers Assn.

"Go along with him around the clock, and I am sure that you will be reminded of things that he needs and possibly understand more clearly why he has been asking for help in certain directions," he said. "It can be a wonderfully satisfying experience, and you will thrill to hear him talk so enthusiastically and convincingly about the company he represents."

Such an agent, said Mr. Smith, particularly needs the help of the promotion department. He is pretty much by himself and has to be his own self-starter day after day. He has all the problems of the agent in a district office but no one to share them with. He has to find sources of inspiration and stimulation that will keep him going day after day.

Work With Expert

For the established agent whose production has leveled off considerably below his true potential, Mr. Smith suggested that the advertising department work closely with someone in the agency department who is specializing in the field of advanced selling.

"I am sure that through your combined efforts you will be able to develop projects which will raise substantially the production levels of many of these

agents who want to do a better job," he said.

Mr. Smith said that companies with the new career-type contracts, with more liberal early payments and offsetting forfeitures, owe a new and different responsibility to their field men. No company wants an agent to stay on just because he would forfeit commissions by leaving, hence the company should feel a responsibility to do everything it can to make these agents happy and desirous of staying with the company.

Ill. Director on Stevenson Fund List

One of the eight aids named by Gov. Stevenson as receiving "Christmas gifts" from his campaign fund is Insurance Director J. Edward Day of Illinois, who was the recipient of two \$1,000 payments.

Mr. Day has been mentioned in several magazines as being a member of Gov. Stevenson's inner circle.

The Chicago "Tribune" took the occasion to recall that last Christmas, Mr. Day announced that he had asked insurance company executives not to send him any Christmas gifts, because he did not want the meaning of such gifts misinterpreted.

One of the contributors to the Stevenson fund was Kenneth F. Burgess of the Chicago law firm of Sidley, Austin, Burgess & Smith, with a contribution of \$2,000. Burgess is the father-in-law of Mr. Day.

Actuaries Hear O'Leary

Dr. James J. O'Leary, director of the investment research committee of Life Insurance Assn. of America, addressed the junior branch of Actuaries' Club of New York at its first fall meeting. He discussed the investment problems currently facing the life companies.



C.L.U. DIGNITARIES SHOWN AT MEETINGS HELD IN CONNECTION WITH THE ATLANTIC CITY CONVENTION OF N.A.L.U.

Above, Dr. David McCahan, new president of the American College, confers with associates. From left, seated, Dr. Davis W. Gregg, dean; Dr. McCahan; standing, Leroy G. Steinbeck, managing director of the American Society, Arthur W. Mason, Jr., director of college relations, and Walter B. Wheeler, director of field services.

Below, new officers of the American Society: Gerald W. Page, general agent Provident Mutual Life, Los Angeles, 1st vice-president; James W. Smither, Jr., general agent Union Central Life, New Orleans, president; Frederick W. Floyd, manager Life of Virginia, Philadelphia, reelected treasurer; Frank Cooper, Southwestern Life, Fort Worth, Tex., 2nd vice-president; George Neitlich, manager Metropolitan Life, Everett, Mass., secretary, and Leroy G. Steinbeck, managing director.

Has Issue on Insurance

October Financial Management, published by National Assn. of Credit Men, is a special insurance number. Life insurance men writing for the

issue include Robert L. Hill, general agent Northwestern National, Evansville, Ind., and Daniel J. Reidy, assistant vice-president and general counsel, Guardian Life.

MEET OUR 35 NATIONAL QUALITY AWARD WINNERS

To enjoy so many winners is an outstanding accomplishment for an institution the size of Indianapolis Life.

INDIANA	D. E. Plunkitt	C. E. Taylor
H. M. Fleenor	A. R. Meyer*	A. M. Klinefelter
J. W. Schwab*		
ILLINOIS		
R. J. Schwab	V. C. Reed	OHIO
D. R. Johnson*	K. P. Sheppard	E. L. Rife
W. H. Plymate	S. M. Krawczyk	
E. K. Druart	John J. O'Malley	TEXAS
L. M. Carr*		C. A. Hern
G. R. Lambert		C. B. Ingram, Jr.*
W. E. Brougher	MICHIGAN	H. M. Marks*
J. R. Hopper	J. J. Wendt*	E. T. Russell*
M. A. Kennedy	A. J. Ouellette	H. B. Veazey*
W. E. Rogers	G. E. Fairfield	E. F. Hall
Nate Kaufman*	MINNESOTA	F. Dorman*
F. H. Davis*	E. Herzog*	J. T. McClelland*

*Qualified for 5 years or longer

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES IN Illinois, Indiana, Iowa, Ohio, Michigan, Minnesota, Texas

FIDELITY

well-balanced

A well-balanced company is, we believe, a company

- ... whose financial position is strong
- ... whose geographical market embraces a balance of metropolitan, town and rural areas
- ... whose policy contracts include all fundamental coverages ...

It is a company

- ... whose contributions to its industry have been recognized as outstanding
- ... whose growth has been steady and uniform
- ... whose size is sufficiently large to assure confidence and prestige
- ... whose management, nevertheless, has never lost the common touch with agent and policyholder
- ... whose reputation as a friendly company has been consistently upheld

Fidelity is a well-balanced company

The
**FIDELITY MUTUAL
LIFE INSURANCE COMPANY**

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



Fluegelman Hits Executive Buying of Big Group Amounts

High-paid business executives who buy insurance in large amounts under group plans were criticized by David B. Fluegelman, Northwestern Mutual Life, New York City, new president of National Assn. of Life Underwriters, in a talk at a meeting of the Pittsburgh association.

Pointing out that originally group insurance was intended for the person who could not afford to buy insurance on an individual basis, Mr. Fluegelman said the fact that the higher paid executives are buying such insurance is depriving the benefits of the plan to the average wage earner for whom it was designed.

Mr. Fluegelman explained that the association's objective is to place limitations on group insurance through state legislation.

Inflation is another problem N.A.L.U. is concerned with, the speaker noted. He said that copies of the resolution adopted at the Atlantic City convention calling on government to practice strict economy and to restore the purchasing power of the dollar are being forwarded to General Eisenhower and Gov. Stevenson.

New Book Issued on A. & H. Underwriting

A new book in the A. & H. insurance underwriting field, "The Underwriter's Medical Guide for Accident and Sickness Insurance," by Dr. Joseph Altman, is the newest publication of The National Underwriter Co. of Cincinnati. The book deals exclusively with A. & H. risks as met in the insurance of accident, sickness, combination disability and hospital expense policies. It represents the author's knowledge and experience gained over many years as a medical examiner and medical director for life and A. & H. companies. It is the medical approach to underwriting as distinguished from an actuarial or rating approach.

This is a complete treatment of the subject, containing seven parts and dealing not only with the underwriting action, but with applications, physical examination, classification coding, the heart, tuberculosis, hazardous occupations, cancer as an occupational hazard, laboratory studies, and specimen forms. There is a comprehensive glossary.

The book contains almost 300 pages, is 7x9 3/4 inches in size and is bound in durable imitation buckram, protected with a heavy glassine jacket. It is printed on a high grade paper that takes writing ink, so users can make notes right on the text pages.

More Than 1,100 Conditions Listed

More than 1,100 conditions are listed in the underwriting portion, from abdominal tumor to zymomonematosis. These are coded according to the standard nomenclature of diseases and operations of American Medical Assn., by special permission from the association. In most cases the condition is described, its symptoms, effects and results are discussed and the underwriting action is suggested: Accept with rider, reject, refer to medical director, remove rider. If the action should be accepted with rider, the wording of the waiver is given.

The A. & H. insurance application is discussed from the viewpoint of the underwriter and medical examiner. A chapter on physical examination points out errors to watch for and contains a suggested outline for a physical examination report form.

Because of their importance, there are separate chapters on the heart and tuberculosis. Laboratory studies are treated in another section which pro-

vides a convenient reference source as to findings in blood chemistry, blood counts, spinal fluid analysis, etc.

The section on occupational hazards is divided into two chapters, one listing about 120 hazardous occupations in industries that can cause excessive loss ratios. Cancer as an occupational hazard is treated in another chapter in which tables are shown of recognized and suspected occupational carcinogenic agents and the organ systems affected.

A valuable section is the one on specimen forms which suggest the wording and arrangement of various forms.

Single copy price of the book is \$10, and orders may be placed with The National Underwriter Co., 420 East Fourth street, Cincinnati 2, O.

B.M.A. Has Ill. Rally

Business Men's Assurance held a two-day sales congress at Springfield, attended by about 45 central and southern Illinois agents.

Representing the home office were W. T. Grant, chairman; David Alport, vice-president in charge of underwriting and Jack Morris, director of publicity.

Protective Life has appointed James C. Fogarty general agent at Jacksonville.

Colo. Ins. Co. to Be Running Mate of Colo. Credit Life

Colorado Ins. Co., which is in process of organization at Boulder, is to be a running mate of Colorado Credit Life. The companies will be known as the Colorado Insurance Group. The managing general agency of J. H. Silversmith, Inc., at Denver has a very large interest in this activity. Colorado Credit Life is engaged in writing life and A. & H. insurance on purchasers of automobiles under contract, and Colorado Ins. Co. is projected for the writing of

automobile physical damage on a retrospective basis for finance companies. The authorized stock consists of 25,000 class A voting shares of \$1 par value and 250,000 class B shares of the same par value. Both classes of stock are being sold at \$2. Colorado Credit Life at Dec. 31 had assets \$227,564, capital \$100,000 and net surplus \$113,405.

United Fidelity Life has added a new policy with a minimum of \$10,000, called "unified security plan." The company has also revised its retirement income rates to become effective in October.



Pasquale Quarto, life underwriter training council; Arthur H. Dalzell, coordinator of sales promotion, John Hancock; and W. W. Hartshorn, superintendent of agencies, Metropolitan Life, at N.A.L.U. annual meeting.

"I added \$1,469.30 to my income!"

Bill Connolly, general insurance man for 5 years, says, "I added \$1,469.30 to my income last year by selling Life to my regular accounts."

Bill Connolly is just one of thousands of general insurance men making money through Prudential's Brokerage Service plan. A Prudential Life specialist helps you sell—you get the full commissions.

Take advantage of this money-making free service. Call the Prudential Ordinary Agency nearest you or mail this coupon.



William H. Connolly
9 Clinton Street, Newark, New Jersey

To: Brokerage Service
The Prudential Insurance Company of America, Newark, New Jersey

Show me how your "Brokerage Service" plan will benefit me.

Name

Address

Phone

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE:



NEWARK, N. J.

Prudential Predicts Hike in Spending to \$14 Billion

The increased business activity of the past few years will continue well into 1953, according to Prudential economists. It will be accompanied, during the next few months, by a rise of not more than 1% in consumer prices, which will level off and possibly decline by the third quarter of next year. Pointing out that it had correctly forecast the current 191.0 index a year ago, the company took exception to the pessimistic pro-

phesies that the present high rate of industrial production indicates the imminence of a recession. The report predicts that increased government and consumer spending will more than offset the anticipated reduction in business expenditures on plant and equipment. The net effect, it says, will be an increase of \$14 billion in spending during 1953. This will lead to record "gross national product" of \$360 billion.

Equitable Life of Canada has revised premiums for term to 65, 10-year term and 20-year term.



it makes
a difference
WHO you are...



and WHOM
you represent!

"Nice to see you again, sir.
Come right in..."

The club is crowded; people waiting. With the *right* name, though, down comes the rope and a floorside table is magically available. Yes, it makes a big difference who you are.

And, speaking of names, the *right* name is important in business, too. That's why our agents are proud of the name "LIFE and CASUALTY." They know it means something to their prospects... helps get more business.



GUILFORD DUDLEY, JR., PRESIDENT

HOME OFFICE NASHVILLE

THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS...

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
- Complete line of Life Insurance policy contracts from birth to age 65 with full death benefit from age 0 on juvenile policy contracts.
- Complete line of Accident and Health policy contracts with lifetime benefits.
- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for fieldman.

Strong, Progressive Company

Older than 85% of all legal reserve life insurance companies

COMPANY'S EXPANSION PROGRAM OFFERS

Openings in California, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. ASHBROOK, EXECUTIVE VICE PRESIDENT

NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

Big Sales Volume, Inflation Shroud Growth Potentiality

Advertising Presented as Way to Rectify Vast Under-Insurance

MONTREAL—The very substantial growth in life insurance over the past few years and the effects of inflation have obscured the real opportunities for further growth and the part that advertising can play in increasing sales and creating a more favorable attitude toward the business, Arno H. Johnson, vice-president and director of research of J. Walter Thompson Co., New York City, told the annual meeting here of Life Insurance Advertisers Assn.

Changes that have taken place in the economy that affect both the potential market for life insurance and advertising media are so great that most pre-war concepts no longer apply, Mr. Johnson observed. The people have failed to protect their higher standard of living with life insurance comparable to pre-war protection, he said, noting that it would take 65% more life insurance than existed in 1951 to equal the 1941 level of protection by family income groups. In terms of dollars corrected to allow for inflation, life insurance in force and total assets in 1952 are 25% above the 1940 level, but in contrast, the level of national protection is 79% ahead of 1940, purchasing power is 62% greater, and the amount being put aside in personal savings is 138% greater.

This condition was described by Mr. Johnson as a real challenge and major opportunity for expansion of life sales, because there exists a real need for increased protection in relation to the present higher standard of living. Further, he said, bridging this gap can be a powerful influence in the battle against inflation, as well as a factor of stability in any transition from a defense economy.

Cost Actually Lower

While higher rates have led some to the erroneous impression that advertising has become more costly as a selling tool, Mr. Johnson stated the reverse is true since the cost of reaching a person at a given level of purchasing power is substantially lower than it was before the war.

Total national advertising increased three-fold since 1941, Mr. Johnson said. This more concentrated pressure was directed toward a population that increased only 16% in the same period, meaning that advertising today faces greater competition for effectiveness of impression, that it must be better advertising, better grounded in marketing facts and adequate in volume to prove worthwhile.

Mr. Johnson said that television has grown rapidly with approximately 40% of the families now owning sets, indicating it warrants careful consideration as an advertising medium.

More "Excellent" Prospects

A revolutionary change has taken place in the number of families that warrant intensive cultivation from the standpoint of their ability to buy substantial amounts of insurance, as well as their need for more insurance than they now carry, Mr. Johnson remarked. In 1941 some 5.7 million families (consumer spending units) had annual incomes over \$3,000. Over 50% of the life insurance market, as measured by premium payments, was concentrated in this small group of families which represented only 14% of total U. S. families. These were the "excellent" prospects for the life insurance agent. Another 26% of premium payments came from the 21% of families (8.3 million) with annual incomes of \$2,000 to \$3,000. These might be called "good" prospects for the agent. In other words, the up-

per one-third of the prospects or families (with incomes over \$2,000) represented over three-quarters of the total market as measured by premiums. Mr. Johnson said that in 1952 there are five times as many families in the "excellent" prospect group with annual incomes over \$3,000. This group has grown from 5.7 million families to 28.6 million families—from 14% of families to 54% of families. And there still is the substantial group of "good" prospects with incomes of \$2,000 to \$3,000 (9.5 million or 18% of families). Now nearly three-quarters of all families are worthy of intensive sales effort.

Increased aid from advertising was suggested by Mr. Johnson as a method of enabling agents to spread their selling effort adequately over so many more worthwhile prospects. The number of "excellent" prospects to whom the agent should devote an unusual amount of special effort has increased from 100 per agent in 1941 to 315 today. With the market now so broad, a life company often can afford to use local media that inherently give intensive and broad coverage of local areas. Such local advertising may lend itself to featuring individual agents or policyholders.

Magazines for Upper Half

For companies which have a national market pattern, Mr. Johnson said, the selectivity of national magazines is an important factor. In 1951 the upper half of families in income accounted for 83% of the actual total of life insurance premium payments. While magazines do not give intensive coverage of each local market, they do place their message largely among the upper income prospects.

Life insurance premiums would have to be 50% greater than in 1951 to equal the 1940 relationship to disposable personal income after taxes, Mr. Johnson noted. If families in each income group now were to protect their present standard of living in the same degree as families in that income group did in 1941, the potential market for life insurance now would be 3½ times as great as in 1941. Most of the families that have moved up into the higher income group have not changed their life insurance protection accordingly—they still carry the amount of insurance which they had when their income was much less.

CHANGE IN HABIT

Real selling effort and education will be required to change these potentials into actual sales, Mr. Johnson said, explaining that a change in habit and in thinking will be necessary on the part of millions of persons who have moved up the scale of real purchasing power without changing their life insurance accordingly. An important shift has taken place in the character of average family purchasing power. A much larger proportion now is in the discretionary classification where decisions can be made without conflicting with basic or essential needs. Consumers have not, however, chosen to assign the same importance to insurance as in 1940 in relation to their discretionary spending power. In 1940 life insurance premiums of \$3.4 billion represented 13% of discretionary spending power, while in 1952 the ratio was less than 6%.

It seems evident, Mr. Johnson said, that even after high taxes and inflation in the costs of basic living needs the people have the purchasing power ability and the discretionary spending power to carry more than double the amount of life insurance they now have. He added this ability is far beyond the \$10.8 billion of premium payments that represents the potential projected on the

(CONTINUED ON PAGE 20)

Institute "Ads" to Answer Questions That Public Asks

An institutional advertising campaign designed to answer the questions most frequently asked by the public concerning life insurance will start the week of Oct. 13, sponsored by Institute of Life Insurance.

Advertisements will appear in an increased list of daily newspapers, using 475 this year for a series of 15, 1,000-line messages. There will also be five full page ads in each of six major farm publications. The combined audience reached will be about 50,000,000.

As a basis for the new series, the institute surveyed a cross-section of the public, questioning people in all walks of life and in every age group. Last year, it carried out a campaign of informational messages, answering specific questions as to how the life insurance business operates. This year, the campaign will answer those questions which have been shown to be the most widely raised in the minds of the public.

The headings on the first five advertisements reflect five of the questions most frequently encountered:

How much life insurance should a man own?

How do life insurance companies figure premiums?

Why must life insurance policies be so long?

Are life insurance companies subject to public supervision?

People are living longer today; how has this affected the cost of life insurance?

The new campaign will use a sharply drawn illustration for the newspaper advertising and wash drawings for the farm publications. There will be a difference between the newspaper and farm paper copy, with both illustrations and messages slanted to the farmer in the advertisements appearing in farm magazines.

PENSION BILL

Bar Group OKs Committee Report

The house of delegates of American Bar Assn. has continued the special Roberts committee on retirement benefits and accepted the committee's report on the Keogh-Reed bill in Congress, a measure permitting the establishment of pension funds by self-employed persons.

At the annual meeting at San Francisco, the bar association also accepted the report of the committee on unemployment and social security.

The Roberts committee report accepted the amendments proposed by the economist of American Medical Assn., stating the proposals were acceptable to the national and state bar associations.

Limit on Excludable Amount

These amendments proposed a lifetime limitation of \$150,000 on the total amount excluded from taxable income, a provision for past service credit, for a capital gains tax under certain conditions, and for purchase of a restricted annuity policy from an insurance company.

The unemployment and social security committee asks members whether they favor enactment of the Keogh-Reed bill, the amendment of the social security act, the enactment of the social security act rather than the Keogh-Reed bill (or vice versa); and the age of the member.

N.A.L.U. proposed amendments to the bill, accepted at the annual convention, call for the use of life insurance in proposed pension plans, permit utilization of individual trustees, permit use

of existing life insurance and annuities, permit some covered by section 165 to join and permit trustees to invest in life insurance.

Commissioners of Zone 3 Are Meeting at Mobile

The commissioners in zone 3 of N.A.I.C. are meeting this week at Mobile, Ala.

Superintendent Longshore of Alabama was in charge at the opening session Oct. 2 as host commissioner. Cravey of Georgia gave the response to the welcome and Mr. Longshore introduced the guests. C. Lawrence Leggett of Missouri, chairman of zone 3, presided at the opening business session which began with a discussion of the December N.A.I.C. meeting at New York. This will include agents' qualification, handled by Robinson of Ohio, and part-time agents and non-recording agents.

In the afternoon, Commissioner Wade O. Martin, Jr. of Louisiana, president of N.A.I.C., gave a talk, and there were discussions primarily of casualty topics.

This will be followed by an executive

session and then there will be a social hour and dinner-dance.

On Friday, the commissioners will talk over preferred risk rating plan for private passenger automobiles developed by the National Bureau, and sale of life insurance by unlicensed companies on military posts, the latter to be handled by Murphy of South Carolina. This will be followed by an executive session late in the morning. Those who remain for the afternoon will attend a seafood jamboree at Grandview Park.

Chairman of the arrangements for this gathering is John P. Wilson, Jr., of the Wilson agency of Mobile. There is a separate program for the ladies which includes a tour of old Mobile and a sightseeing tour of Bellingrath Gardens.

New Insurance Club Being Organized at Buffalo

Insurance Club of Buffalo is being organized and will begin formal meetings soon. It will represent the entire insurance field.

A slate of 12 directors will be elected at a dinner meeting Nov. 6. Nominees are Herman K. Heussler, Robert E. McPherson, Gilbert S. Hildebrandt,

Oliver H. Turgeon, Clarence R. Wheeler, David G. Prescott, Robert E. Campbell, Miss Lorraine H. Bristow, Bernard L. Jones, Raymond G. Christ, Robert P. Lentz, Jr., and Chester I. Soule, Jr. Officers will be elected later by these directors.

One of the new club's primary functions will be sponsorship of Buffalo Insurance Day. It also intends to take over training classes now sponsored by various insurance organizations and set up a public relations program to keep the public aware of problems of a general nature in the business.

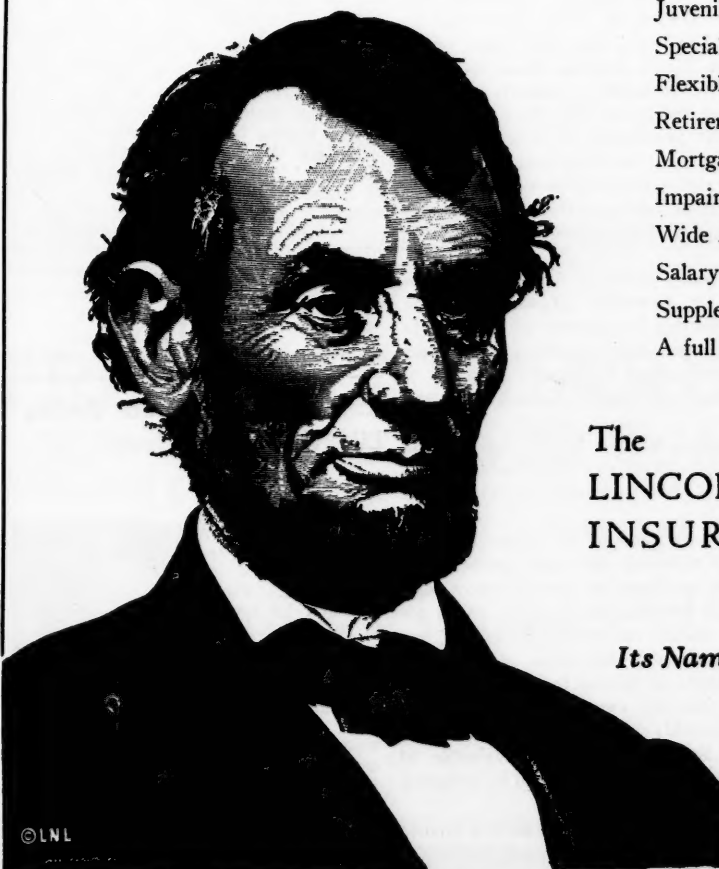
Williams Estate to Charity

Charles F. Williams, late chairman of Western & Southern Life, left his entire estate, estimated in the millions, to religious, charitable, and educational institutions. His simple, four paragraph will named his wife, Elizabeth R. Williams, as executrix.

Dallas cashiers have elected Doug Hendrix president. Paula Durfee is 1st vice-president; Eleanor Appling, 2nd vice-president; Joanne Hill Pardy, secretary, Juanelle Cook, assistant secretary, and Kenneth Beauschene, treasurer.

Broad Insurance Coverage

Nonparticipating Insurance
Participating Insurance
Accident & Sickness Insurance
(Non-can., Guaranteed Renewable)
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Special Low Cost Plans
Flexible Family Income Plans
Retirement Plans
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Impaired Risk Service
Wide Age Range
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A full line of Group Coverage



The
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne 1, Indiana

Its Name Indicates Its Character

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EDITORIAL COMMENT

Are Programs Overloaded with Speeches?

The American Life Convention's change in procedure so that its reports are printed in advance of the meeting and distributed to the members rather than being read by the chairman to the assembled group is a sound move and serves to focus attention on the need for cutting down the indigestible surfeit that the typical big-organization meeting tends to become.

The pre-printing of reports is not a new idea, of course. Right in the life insurance field the National Assn. of Life Underwriters has been doing it for years. It has some drawbacks but compared with having a chairman get up and read a report, usually pretty voluminous, the drawbacks become as nothing compared to the time saved.

As organizations grow larger their meetings go through evolutionary changes. Gatherings become so big that the give-and-take that was such a valuable feature of the group's meetings in its younger days becomes so formalized that it no longer has much value, even for the relatively few who can take part in it. Sub-groups are formed to take care of the interests of the different branches of the business that are represented in the parent body. Usually these sub-groups are small enough to preserve the spirit of informal discussion.

The main difficulties arise with what are usually referred to as general sessions—those sessions that are supposed to be attended by everybody. But unless the speaker is known to be a real hot-shot, the attendance is likely to be somewhat sparse and many of those in the audience are sitting there very largely from a sense of duty and are only slightly motivated by the possibility of hearing something they will consider worth remembering.

The fact is that people generally, not just those in the life insurance business, have become considerably more discriminating in the matter of listening to public speakers. They still like to listen to a good speaker effectively putting over a good talk.

But the public has so many other means of obtaining information—radio, television, magazines, newspapers, books—that it looks for more in a speaker than information quite probably available from other sources and capable of being absorbed while one is seated in an easy chair at home rather than on the instruments of torture that pass for seats at the typical dinner or meeting.

Program chairmen might well try the experiment of having one less speaker at each meeting than they had at the previous one—but seeing that the speakers they did have were capable of giving an audience something it could get in no other way. When members began to ask, "Why don't we have more speakers at our conventions?" the association's leaders would know they had probably carried their reduction program about far enough. But it might be surprising to find how long it would take before there were any complaints, particularly if the non-speaker part of

the program consisted of panel discussions and similar forum type gatherings, even though it might be necessary to break the gathering up into smaller units to get the desired degree of informality and permit more people to

In this connection some mention should be made of the popularity of the "room-hopping" feature at the last two meetings of the Million Dollar Round Table. Each of the rooms in which sessions were held had a topic assigned with two or three experts acting as hosts and discussion leaders. It seems likely that "room-hopping" will be even more of a feature at the next meeting of the M.D.R.T. The idea could well be adopted by other organizations.

Another is division into fewer but larger groups than under the "room-hopping" plan. This was done by the smaller companies' conference of L.I. A.M.A. It enabled executives of the larger small companies to discuss their special problems at the same time as the officials of the smaller small companies were discussing theirs.

This not only enabled each group to concentrate on the problems of greatest interest to its members but by halving the size of the groups produced greater informality and the opportunity for more people to take part in the discussion. These smaller company meetings, incidentally despite the number of executives present at each session, have been notable for their lively discussions, frank discussion of problems, and in general maintaining the atmosphere characteristic of the round-table discussions of much smaller groups.

The advance printing of reports not only saves the time of members who would be listening to a great deal of material in which they have little or no interest but it enables them to study carefully the report or reports in which they are interested and then, when the chairman presenting the report asks for questions, to ask him questions based on careful consideration of the report rather than having to rely on a catch-as-catch-can understanding of it as it is read.

For many years the International Society for Scientific Management has been printing in advance all material to be presented at its meetings. Members get it far enough in advance so that they have time to study it. Consequently the meetings are almost entirely given over to discussion that brings out various viewpoints, with one man's mind sparking another's—discussion that "gets somewhere."

We may lament the more leisurely pace of a former age, when people were content to listen to take in knowledge through listening to speakers. With today's accent on efficiency, people are so conscious of the value of time that they chafe at having to listen to something that they can absorb more rapidly and probably more accurately by reading. Listening time is too valuable to use up on material that can be obtained better in some other way.

But a lively discussion, with a chance to "get into the act" himself, is for the

average convention-attender quite another matter. Radio and television have long known the value of audience participation, and the popularity of quiz shows is evidence that people are interested in the impromptu drama of discussion even though not participating

themselves.

It is harder to put on a good informal discussion than to unearth a good speaker but the program chairman who fails to recognize the swing toward the discussion type of program is bucking a strong trend.

What Publicity Can Do

Since Life Insurance Advertisers Assn. is meeting this week, it's a good time to cite a peculiarly forceful example of the power of publicity, an example that was called to public notice last week by the action of the National Fraternal Congress in dedicating a plaque in Boston, during its meeting there, in honor of William Dawes, Jr., Revolutionary patriot who made the same midnight ride as Paul Revere.

Paul Revere got the publicity, via Longfellow's famous poem. Dawes didn't. Dawes rode farther than Revere and, if the available data are to be relied on, actually got further in terms of "mission accomplished" than Revere did. No discredit to Revere, though. Just the fortunes of war.

The National Fraternal Congress took an important step to gain greater public recognition for a man whose name would today be as widely known as Paul Revere's—if only Dawes had had the good fortune to have Henry Wadsworth Longfellow as his P.R. man. For such is the power of publicity that even though Dawes rode farther than Revere, he will never catch up with him, even though efforts like those of the National Fraternal Congress will help close the gap.

The power of publicity and advertising are manifest in many ways, but it is seldom that one sees such a tremendous difference between renown and obscurity traceable solely to effective publicity.

PERSONAL SIDE OF THE BUSINESS

Maurice S. Tabor, Buffalo local agent and general agent of Travelers, has been appointed treasurer of the 1952 Community Chest appeal in Buffalo and Erie county.

Among the new trustees of Temple University is **Mrs. John A. Stevenson**, widow of the late president of Penn Mutual Life who served on the board for six years before his death in 1948.

Sydney F. Keeble, Jr., former counsel for Life & Casualty, is now Lieutenant Keeble of the office of the judge advocate general. Camp Stewart, Ga.

John Cleveland, home office representative in the Los Angeles group office of Pacific Mutual Life, has been given a 3-month leave of absence to assist the Los Angeles Community Chest in its annual fund-raising campaign. He is one of 23 junior executives assigned by local business firms to aid in planning and expediting the appeal among the larger industries.

Horace W. Brower, president of Occidental Life of California, and **William B. Stannard**, vice-president in charge of agencies, will make an extended tour of the middle west during October, visiting company agencies. They will attend the American Life Convention

meeting in Chicago Oct. 7, and make later stops at Akron, Cincinnati, Indianapolis, Peoria, Davenport, Ia.; Omaha, Aberdeen, S. D.; Fargo, N.D.; Great Falls, Mont., and Idaho Falls. They are scheduled to return to Los Angeles Oct. 24.

A new \$62,500 pipe organ, installed at West End Methodist Church, Nashville, has been dedicated to **C. A. Craig**, founder and former president of National Life & Accident, who served as chairman of the building committee that supervised erection of the present church.

Several life insurance men in Oregon are actively backing the vice-presidential candidacy of Senator Nixon and have formed an "On with Nixon" committee. They are **Raymond R. Brown**, president of Standard of Oregon; **H. J. Horn**, Oregon manager of Business Men's Assurance, and **Gordon E. Wilson**, Oregon manager of Connecticut Mutual Life.

William Cantor, general agent of Fidelity Mutual Life at Boston, was elected New England district governor at the Kiwanis annual convention at Swampscott, Mass.

DEATHS

K. A. Luther, 50-Year Aetna Life Veteran, Is Dead

K. A. Luther, 79, retired general agent of Aetna Life at New York City and former vice-president in charge of its agency department, died at Bridgeport, Conn.

When he retired in 1948 on his 50th anniversary with the company, Mr. Luther had been general agent at New York for 15 years, the last 10 as head of the 42nd street agency, which was established under his management and rapidly grew into one of the company's largest agencies. Pre-



K. A. Luther

viously, he served for eight years as vice-president and head of the agency department, inaugurating many of the successful agency-building programs still in use today.

He founded the regional meetings, now in their silver jubilee year, and he organized the Aetna Life general agents' advisory council, which has proved a valuable link between the company's home office and its field organization.

Joined Aetna in 1898

He studied at Cleveland University and in 1898 became an agent of Aetna Life. Later he went to Syracuse and became general agent for central New York state, a position he held for 10 years. In 1919 he was named general agent at Boston and under his direction the agency's volume was nearly tripled in the next four years. He was called to the home office in 1923 as agency secretary. Two years later he was advanced to vice-president and head of the agency department.

Mr. Luther resigned from that position in 1933 to become a general agent at New York City in partnership with

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Roscoe H. Keffer. Five years later, the midtown street was established at 42nd street. Mr. Luther continued as its head until his retirement. He was active in life association and civic organizations. He was a former president of Life Managers' Assn. of Greater New York and served as treasurer of Life Underwriters Assn. there.

DR. JESS V. BELL, 61, medical director of National Fidelity Life since 1936, died unexpectedly at his home at Kansas City following a heart attack. He was widely-known in the field of internal medicine.

PHILIP J. ROSS, 77, retired general counsel and a director of Manhattan Life, died at his home in Scarsdale, N. Y. Mr. Ross was a lawyer in New York for 50 years. A graduate of the University of Vermont, he formerly was senior partner of Ross, Dodge & Miller, New York, a trustee and counsel of the Manhattan Savings Bank, one of the founders of Caleb Heathcote Trust Co. of Scarsdale, and general secretary of Sigma Phi fraternity.

PERCY LYONS, 68, who retired as advertising manager of Manufacturers Life in 1951 after 48 years' service, died in Montreal Western Hospital following a cerebral hemorrhage suffered the previous evening at the Life Advertising Assn. meeting. He was a charter member of the association. He had served as chairman of the Canadian institutional advertising committee and of the advertising section of the Canadian Life Insurance Officers Assn.

ARCHIBALD H. LAND, manager of the purchasing department of Canada Life for 20 years, died at Toronto on his 60th birthday. He had been with the company 30 years.

MRS. J. P. BYRNE, wife of J. P. Byrne, company vice-president of Life & Casualty, died following a heart attack.

LO.M.A. Graduates to Meet

The first fall meeting of Society of L.O.M.A. Graduates will be held Oct. 7 at the home office of Guardian Life at New York.

Frank L. Rowland, executive director of Life Office Management Assn. will speak following a buffet supper, and will discuss the association's progress and plans. Harold Brian, Teachers I. & A., will outline the society's plans for the coming year and will welcome the new L.O.M.A. associates and fellows.

Ralph E. Newell has been appointed unit manager of the Edward L. Kurtz agency of Equitable Society, Portland, Me., where his headquarters will be.

OBSERVATIONS

The Old Fashioned Way

Even the non-life insurance man is able to recognize an inadequate insurance program today.

It's quite probable that every agent who listened to Senator Richard M. Nixon, Republican vice-presidential candidate, over the nation-wide television and radio hookup paid especial attention to the fact that his insurance program consists of only \$4,000, plus his GI policy, on his own life and none on his wife or children. It is noteworthy, though, that this fact impressed the political cartoonist of the Minneapolis Tribune.

Perhaps the cartoonist himself would



Husband-and-Wife Teams

Successful in a sales drive staged last spring, husband-and-wife teamwork is being strongly emphasized by Pacific Mutual Life in its inter-agency production contest launched this week.

According to Wayne Bishop, sales promotion manager, not only are wives invited to help their husbands' campaign planning and award winning, but they are receiving, direct from the home office, periodic promotional releases with instructions for transmitting these ideas to their spouses. The attractions of Coronado, Cal., site of the company's national convention next spring, are being stressed. Production in the contest can help both husband and wife to qualify.

Early reactions to the team idea are enthusiastic.

Not Buying Housing Bonds

Insurance companies have not purchased any federally backed public housing bonds because the yield on these perfected-security bonds is too low, in spite of the fact that they are tax exempt. The recent offering of \$170,719,000 is no exception.

The yield on these bonds has ranged from 1.9% to something over 2.5% on the latest offer. This is not a sufficient return to interest insurance companies. The income tax advantage is not of sufficient proportion at present to make purchase of these bonds worthwhile, since it is 6% of the net income.

Much Interest in Electronic Devices for Insurers

Electronic devices for use by insurers already are here. There is no question of waiting, Malvin E. Davis, vice-president and actuary of Metropolitan Life, told a meeting sponsored by Society of Actuaries at New York and attended by several fire and casualty executives. It is now up to the companies to go into the subject and for each company to test the economic feasibility of such devices, he said.

"Don't put it off," he advised. Even the small company—and the development is not just for big insurers—will require six months to study systems and adaptation before it can know what to order.

Mr. Davis and John J. Finnelli of Metropolitan, who assisted him, pointed

out that the devices can be tailored for small companies. It is reported that at least one and perhaps several fire and casualty insurers now are working with manufacturers on devices, looking to early installation. It was brought out that there is no question of obsolescence in the devices. If something better than the present tube is invented, it can be put in.

Sarason Opens Consulting Actuary Office at Pasadena

Harry M. Sarason, statistician for Occidental of California since 1949, has opened consulting actuarial offices at 1768 Maple street, Pasadena, Cal.

Mr. Sarason was also associate actuary for General American Life. He had been with that company 18 years. He is a fellow of the Society of Actuaries, author of numerous articles on actuarial work, and co-author of the Actuary's Handbook and the text, Life Insurance Accounting.

M.D.R.T. Leaders



Shown at the joint meeting of Chicago Assn. of Life Underwriters and Chicago C.L.U. chapter holding the designations awarded during the conferment exercises held as a part of the gathering are William T. Earls, general agent of Mutual Benefit Life at Cincinnati, Million Dollar Round Table vice-chairman and chairman-elect, who was the guest speaker, and Walter N. Hiller, Penn Mutual, Chicago, M.D.R.T. chairman who has been appointed chairman of the 1953 nominating committee of N.A.L.U.

CENTRAL STANDARD LIFE

Founded 1905 — **INSURANCE COMPANY**

211 W. Wacker Drive

Chicago 6

All forms of Life - Accident & Health

ALFRED MACARTHUR
Chairman of the Board

E. H. HENNING
President

A QUICK, LIQUID ESTATE

Vital to any estate plan is a life insurance program, for life insurance is the quickest, sound method of creating an estate for the family. It is the business-like way to provide liquid funds for meeting expenses of settling an estate, without sacrificing valuable assets; as well as a practical means for building a retirement income for the individual.

You, as a life underwriter, play the leading role in the drama of estate building. Through your efforts, your insistence, an estate can be provided without delay. Interested? You will find it pays to be friendly with

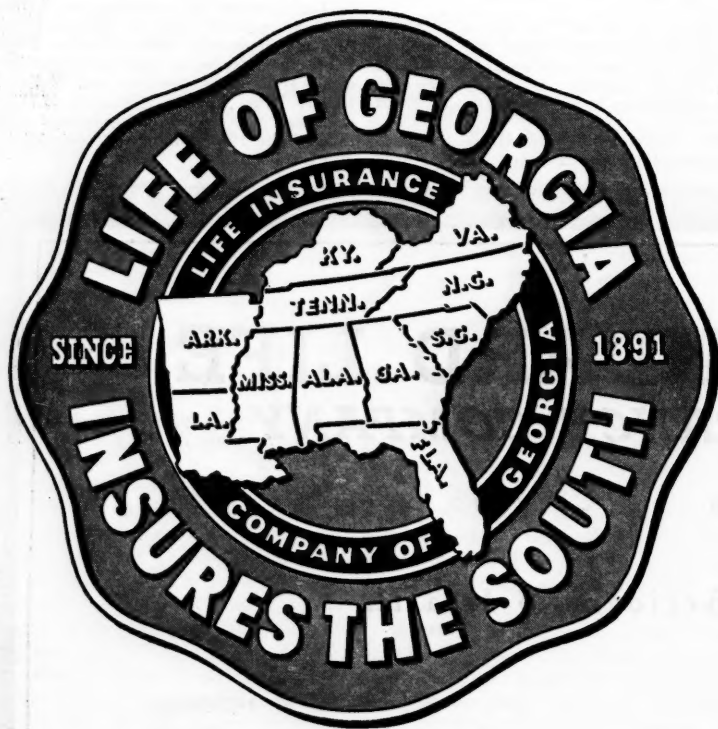


PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana



LIFE AGENCY CHANGES

Ray Kee Memphis Manager; Bruce A. Donald Retires

Ray Kee has been appointed manager of Jefferson Standard at Memphis. He succeeds Bruce A. Donald, who retires Oct. 1 under the company's retirement plan.

Mr. Kee has had 23 years' experience in life insurance. For 12 years he has been manager at Bowling Green for the ordinary department of Commonwealth Life. Mr. Donald is retiring after more than 35 years with Jefferson Standard. He is dean of the company's managerial staff, having been named manager of the first branch office when it went on the branch office basis in 1919. He has served as a manager ever since. For a time he supervised the territory including Louisiana, Mississippi, Arkansas, Missouri and western Tennessee. He will continue as an agent at Memphis.

Prudential Appoints Vort Brokerage Head at Newark

Prudential has appointed Saul S. Vort manager for the brokerage agency at Newark. The appointment follows the resignation of Albert Mehrbach, Jr., who was originally scheduled for the position. Mr. Vort was formerly manager of the Manhattan agency.

He returns to Newark where he was a member of the home office staff, 1916-28. He served as assistant and associate manager of the agency for 21 years before opening the Jamaica, L. I., agency in 1948.

He is past president of the Northern New Jersey Assn. of Life Underwriters.

Victory Life Appointments

Victory Life, just licensed in Arkansas, Colorado, and New Mexico, has opened offices in Bentonville, Ark., with Ross S. Whitlock in charge; Arkadelphia, Ark., with James E. Shaw in charge, and Springdale, Ark., Van Earl Dickson in charge.

Names Zaun-Conroy Agency

Continental Assurance has appointed the Zaun-Conroy Life Agency of New York City as general agents. The newly formed agency is affiliated with the general insurance firm of Zaun, Conroy.

Joseph F. Conroy started in the insurance business in 1930 following several years experience in the investment security business. He had company experience with National Surety and Fidelity & Deposit before forming the agency in 1936.

George F. Zaun started in insurance in 1914 with New York Reciprocal Underwriters and spent some time in the security business before becoming a broker on a full-time basis.

Cruse Replaces Barnard

Rex B. Cruse, associate manager at Dallas of Acacia Mutual Life, has been promoted to manager at San Antonio. He replaces William Barnard who resigned to reenter personal production.

Mr. Cruse has been with Acacia since 1949 and Mr. Barnard since 1945.

Covington Is Dallas Chief

New York Life has named David A. Covington manager at Dallas to succeed Earl Manning, Jr., who has been appointed St. Louis manager.

Mr. Covington formerly was associate manager of the New Mexico branch.

Prudential Coast Changes

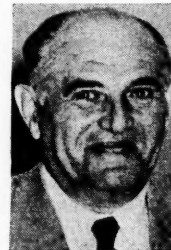
Howard H. Gillingham has been promoted to assistant manager of the Jack White agency of Prudential at Los Angeles. He joined Prudential as an agent in 1951 and before that was

general agent for Guaranty Union Life at Beverly Hills.

Joseph E. St. Jacques has been promoted to staff manager in the San Jose district. An army veteran, he joined Prudential as a district agent at Duluth in 1945, and was transferred to San Jose in 1951.

Berg & Ellis Appointed U. S. Life General Agents

Berg & Ellis, New York City, and Berg, Ellis & Wolf, New Haven, Conn., have been appointed general agents for United States Life. Formed in 1944 at White Plains, N. Y., as general agent



Edward Berg



R. H. Ellis

for Continental Casualty, Berg & Ellis expanded its activities to include Greater New York, Albany county and environs. In 1948 the firm was appointed general agent for Connecticut and opened an office at New Haven as Berg, Ellis & Wolf. Both offices operate through full-time agents.

Edward Berg entered insurance in 1938, beginning in the northwest. Robert H. Ellis has been engaged in selling for most of his business career and entered insurance in 1940. Both men have been among national production leaders of their company. Ending their first year with only about \$50,000 of annual A. & H. premiums, they have in eight years expanded their production to more than \$1 million a year in premiums.

Southwestern Advances 3

Southwestern Life has appointed three assistant managers: Philip H. Shrader at Dallas, Ora W. Walk at Fort Worth, and Statham S. Ricks at Houston.

Mr. Shrader, formerly sales supervisor at Dallas, has been with the company since 1946. With the company since 1933, Mr. Ricks most recently has been sales supervisor of the San Antonio and Corpus Christi territories. He was with the company's sales training department before entering sales supervisory work. Mr. Walk formerly was sales supervisor at Fort Worth and before that was an agent at Harlingen.

Southland Appoints Willis

Southland Life has appointed C. J. Willis field assistant at Dallas. He has been with the company since 1950. Mr. Willis entered the business with Acacia Mutual at Oklahoma City in 1949. He is a veteran.

Struss Joins Tampa Agency

Lawrence S. Struss, former general agent for Pilot Life at Tampa, Fla., has been named vice-president of the new life and mortgage loan departments of J. A. Pound & Associates, general insurance agency at Tampa. Mr. Lawrence is immediate past president of the Tampa Assn. of Life Underwriters.

Wabash Life Appointments

Wabash Life has appointed the following general agents: John S. Cooper, Louisville; Harry Claxon, Evansville, Ind.; T. J. McMinneen, Bowling Green, Ky.; M. A. Ellis, Anderson, Ind.

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AMONG COMPANY MEN

A. L. Lindley Joins Mutual Life in Investment Post

Allen L. Lindley has joined Mutual Life as assistant manager of securities investments. He has been vice-president and director of Douglas T. Johnston, Inc., investment counsel, since 1945, and had held the same offices with Johnston Mutual Fund since 1947. He had been with those firms or their predecessors since 1939.



A. L. Lindley

This gives Mutual two assistant managers of securities investment, working with the financial vice-president and the vice-president for securities investment. Phillip A. Russell has held that post since 1948.

Four men are advanced to directors of investments in special fields. James A. Howe will direct investments in industrial securities, John F. King in oil and gas loans, M. M. Packie in public utility and municipal securities, and Raymond V. Sykes in transportation investments. Messrs. King and Sykes formerly were administrative assistants. Mr. Howe was formerly an industrial specialist and Mr. Packie had been a public utility specialist. R. A. Brodman has been advanced to industrial specialist, R. E. Fink to municipal specialist and Harry C. Claeys to public utility specialist. They had been assistants in those fields.

Mr. Lindley, a graduate of Yale, was with Chase National Bank 1932-7 and with Shields & Co. in its investment advisory department for a year before joining the Johnston firms in 1939. He was recently reelected chairman of the membership committee of Investment Counsel Assn. of America.

Hallam Bankers Life of Iowa Associate Medical Director

Dr. F. Tulley Hallam will join Bankers Life of Iowa early in November as associate medical director. He is now vice-president and medical director and on the board of State Life of Indiana. He is one of the original members of Board of Life Insurance Medicine and has been active in both the medical section of American Life Convention and Assn. of Life Insurance Medical Directors. He served as chairman of A.L.C. medical section in 1950-51.

Dr. Hallam received his B.S. and M.D. degrees from University of Indiana and took post-graduate work at University of Pennsylvania. After a short time in private practice at Indianapolis, he joined State Life as assistant medical director in 1930. After distinguished service in the army medical corps, 1941-45, he was named associate medical director, became medical director in 1948, a director later that year and vice-president and medical director in 1949.

H. W. Brigham Retires

Harold W. Brigham, branch office supervisor of Travelers, has retired. He joined the company in 1908 as cashier. He opened an office for Travelers at Grand Rapids in 1909. He was transferred to San Francisco in 1912 and re-

mained there until 1927, when he was appointed branch office supervisor at the home office.

Swinnerton Succeeds Reeve As Pacific Mutual Manager

Pacific Mutual Life has appointed D. K. Swinnerton manager of the planning department to succeed I. I. Reeve, who retires after 28 years. The company has also appointed John Harris methods analyst.

Mr. Reeve has been responsible for numerous constructive changes in office routine. His most recent development is the "Budget Pack" plan of simplified billing, collecting and recording monthly premiums. He also represented the company regularly at meetings of the Life Office Management Assn.

Mr. Swinnerton joined the company as an adjuster in 1929, and Mr. Harris went with the company in 1934.

Names Brown, Miss Rankin

Great National Life has named Everett G. Brown, Jr., supervisor of the actuarial department, and appointed Katie Rankin supervisor of the accounting department. Mr. Brown was

formerly actuarial assistant for Southwestern Life. Miss Rankin has been with the company since 1942.

Thomson Superintendent of Agencies of New York Life

Andrew H. Thomson has been appointed superintendent of agencies of New York Life. He will assist Opie R. Carter, field vice-president, in the western division and have headquarters at St. Louis.

Mr. Thomson, who has been an assistant vice-president in the agency department since last March, has spent his entire business career in life insurance. Following his graduation in 1930 from University of Idaho, he joined New York Life as a clerk at Butte, Mont. He entered the field as an agent at Billings, Mont., in 1933 and was a consistent member of the production clubs.

In 1941 he was appointed assistant manager at Pittsburgh, and in 1943

became manager at Youngstown, O. He was called to the home office in 1945 and appointed director of agency training. In 1948 he was made director of management training, in 1949 director of sales promotion, and in 1952 assistant vice president.

Dr. Henry to Franklin Life

Dr. William A. Henry has joined Franklin Life as assistant medical director. He received his M.D. from University of Arkansas school of medicine in 1946. He interned at Arkansas Baptist Hospital and served for two years in the army medical corps. Upon his release to civilian life in 1950 he entered private practice at Russellville, Ark., and has since completed post-graduate work in electrocardiograph interpretation at Michael Reese Hospital and Northwestern University, Chicago.



Dr. W. A. Henry

Empire L. & A. has appointed D. M. Wilson assistant district manager at Vincennes, Ind.

Strong



AS THE STRONGEST... ENDURING AS RUSHMORE

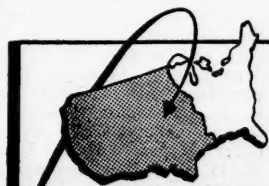
National Reserve Life enjoys an outstanding record of steady growth. Today a \$133,000,000 organization, we are now putting into effect a big expansion program — which offers Opportunity and Good Earnings for You.

Excellent territory now available. Write today for complete, confidential information.

Write W. E. Moore, Agcy. V.P., Agcy., Hq., Topeka

S. H. Witmer, Chmn. of the Board

H. O. Chapman, Pres.



NATIONAL RESERVE LIFE INSURANCE COMPANY

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Operating in one of the greatest new wealth producing areas in the United States... Where the spirit of the pioneer still prevails



ACCIDENT AND HEALTH

Hold Hearing on Tex. Credit A. & H. Rates

The Texas board of commissioners heard arguments last week on the question of changing the rates for credit A. & H. insurance. The commissioners want a reduction of 20% on policies sold in connection with loans of \$1,000 or less. This is the policy that permits payment for claims on a three-day illness. The rate would be reduced from 5% to 4% on a \$100 policy.

The A. & H. people said the board's figures on the loss ratio were erroneous. These showed a 7.05% ratio on 18 months, which the A. & H. people said is not enough to warrant a rate change. Experience is limited to this period since credit insurance has been regulated only since 1949.

The A. & H. men also complained against the board regulation allowing claims for disabilities existing prior to issuance of the policy, claiming Texas is the only state having such a requirement.

Among those on hand for the A. & H. interests was Arthur J. Cade of Old Republic Credit Life of Chicago, who contended that there are many fraudulent

claims by persons who make loans for the sole purpose of obtaining A. & H. insurance that they would not otherwise be able to buy.

George Butler, life commissioner, questioned the high rate of commissions on these policies, noting in some cases they are as high as 85% of the premium.

Douglas E. Bergman of Home Life & Accident of Dallas, said commissioners should consider that the agent in the loan company office is footing the overhead expenses of acquiring the policy. If the rates are cut to the point where high commissions cannot be paid, the credit A. & H. insurance will be destroyed, he argued.

Carl Lane Speaks at Cincinnati Curtain Raiser

The September luncheon meeting of Cincinnati Assn. of A. & H. Underwriters was an event of triple significance—it was the first meeting of the new season, it marked the conclusion and success of the first disability insurance sales training course (DISC) in Cincinnati with the faculty and class in attendance, and it had as guests several out-of-city personalities in A.

& H., some of whom were company men attending the underwriting forum of H. & A. Underwriters Conference. Included were C. O. Pauley, managing director of the conference, and Roy A. MacDonald, assistant director, who was also a member of the training course faculty.

Eighteen men attended the three-day DISC course, held at Xavier University. George E. Pfau, Inter-Ocean, was director.

Carl Lane, field supervisor General American Life, St. Louis, another member of the DISC faculty, and the speaker of the meeting, entered upon his subject of "No Market, No Profit," by asking: "Would you hire a hunt-and-peck secretary?"

Too many men in the business today, he said, are guilty of hunt-and-peck sales methods. He distinguished between "policy peddlers" and "needs men" by saying that the first do not establish confidence in the prospects' minds, thus building up a public relations bloc, but the second have a story based on needs are met by facts—organized, efficient.

"A ready flow of words is not the same as a ready flow of meaning," he said, pointing out that too many salesmen are working or waiting for the magic word, the short cut. "There are no short cuts."

New A. & H. Service Group

Life & Accident Management Organization has been incorporated in New Jersey with Willis B. Hulse as president. The organization offers a national service to life companies in helping establish or expand their A. & H. programs.

Mr. Hulse has been in the A. & H. field for 25 years, beginning with Aetna Life, and later being with Ocean Accident, Continental Casualty, American Mutual Liability, Manufacturers Casualty and Educators Mutual. Others in the organization are Howard Dana Shaw, executive vice-president, Mark Kormes, consulting actuary, and A. R. Smith, Jr., vice-president and art director.

N. Y. Club Meets Oct. 16

The first fall meeting of A. & H. Club of New York will be held Oct. 16. Secretary Ronald H. Duncan said that a prominent member of the Bureau of A. & H. Underwriters will discuss the activities of the Health Insurance Council.

Lawrence Farrell, vice-president of Metropolitan, will be honored at the annual meeting Nov. 20. Mr. Farrell is a past president of the club and has been connected with A. & H. for more than 30 years. He is retiring in December.

State Polio Group OK'd

ST. PAUL — Commissioner Nelson has been advised by Attorney General Burnquist that the state may legally insure its officials and employees against polio under a group payroll deduction plan.

Talk on Sales Incentives

Los Angeles A. & H. Underwriters Assn. at its September meeting heard Eugene Johnson talk on "Sales Incentives."

Texas-Okla. Congress Setup

The sales congress of Texas A. & H. Underwriters Assn. will be held at San Antonio Dec. 1, Houston Dec. 2, Dallas Dec. 3, Abilene Dec. 4.

The speakers will be John G. Gallo-way, Provident Life & Accident, Birmingham, president International association; R. L. McMillon, Business Men's Assurance, Abilene, Tex.; Wesley J. A. Jones, Mutual Life of New York, and E. H. O'Connor, managing director Insurance Economics Society, Chicago. They will also speak at the sales congress at Oklahoma City Dec. 5.

Financing Health Program President's Commission Topic

WASHINGTON — The President's commission on health needs of the nation has announced that at its panel meeting Oct. 7-8 on financing a health program, with Walter Reuther, United Auto Workers chief, as chairman, a section of the program will be devoted to discussion of "how adequate and effective are present methods of financing health services..."

Scheduled for evaluation of voluntary insurance plans are W. S. McNary, general manager Michigan Hospital Service, Detroit, and Dr. Charles G. Hayden, Massachusetts Medical Service, Boston. John H. Miller, vice-president and actuary of Monarch Life, will discuss commercial insurance, and Dr. George Baehr, president and medical director of Health Insurance Plan of Greater New York, will speak on independent plans.

On the question, "What is the need and potential of wider financing through insurance? What are the implications of using these methods?" I. S. Falk, social security administration, will discuss compulsory insurance, and George Cooley, American Medical Assn., voluntary means and methods.

Dr. Michael Davis of the Committee for the Nation's Health, which advocates national compulsory health insurance, will participate in discussion of alleged "inefficiencies in our present system of financing, and what are the immediate needs for expansion."

Labor and industry views of the problem of financing health services will be presented by Nelson Cruikshank of AFL, labor adviser to Mutual Security Agency, and Harold Vance of Studebaker Corp. Whether the U. S. expanding economy will be able to meet unmet needs and provide for adequate health services will be reviewed by Leon Keyserling, chairman council of economic advisers, and Dr. Emerson P. Schmidt, U. S. Chamber of Commerce.

The commission has had prepared by its staff "a 125-page basic fact book for use of the commissioners in their deliberations." A commission spokesman said this volume would not be available to the press or the public, although it was scheduled for use at the panel meeting.

Plan Mich. DISC Session

A disability sales course, with an enrollment of 25 to 30, is planned at Michigan State College Oct. 8-11, sponsored jointly by International and Michigan Assns. of A. & H. Underwriters.

Levine New Jersey President

New officers elected by New Jersey Assn. A. & H. Underwriters at the September meeting are: President, Henry Levine, Washington National; executive vice-president, Elias Cohen, Federal Life; vice-president, Joseph Harmelin, Manhattan Life; secretary, Richard L. Plasschaert, S. S. Ballin agency; treasurer, Richard Caldwell, U. S. Life.

Bennett Atlanta Speaker

Earl R. Bennett, Provident Life & Accident, Tampa, a director of International Assn. of A. & H. Underwriters, was speaker at the September meeting of the Atlanta association.

See World Series on TV

Buffalo Assn. of A. & H. Underwriters is devoting its Oct. 3 meeting to a television look at the third game of the world's series. The only business on the agenda is a vote on the proposal to change the name to Western New York A. & H. Assn.

William R. Dawes has been appointed sales and training supervisor for the Abilene and Angelo, Tex., territories of Southwestern Life. He has been an agent at Big Spring, Tex.



The Name Mutual Trust

describes the relationship between the Company and its policyholders and Field Force. This relationship has been built on:

1. A purely mutual operation.
2. A General Agency foundation.
3. Net level premium reserves.
4. Very low net cost.
5. A strong surplus.
6. Flexible settlement options.
7. Its stable territory:

Ill. . Ind. . Ia. . Mich. . Minn. . N.D. . Ohio . Wash. . Wis.
N.Y. . Conn. . Me. . Mass. . N.H. . N.J. . Pa. . R.I. . Vt.

Exceptional Field Opportunities available . . .
Write to the Agency Secretary.

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AMERICAN RESERVE LIFE Insurance Company

OMAHA

Raymond F. Low, President Harold R. Hutchinson, Exec V. P.
Frank W. Frensey, Agency V. P.

Life — Health — Accident — Hospital

POLICIES

Sun Life of Maryland Reduces Ordinary Rates

Sun Life of Maryland has reduced its ordinary rates and extended its disability coverage to age 60 from age 55. The company will continue to issue disability without extra charge.

A retirement pension policy has also been introduced. The policy provides death benefits to \$1,000, or the cash value if greater, if death occurs prior to age 65. At age 65 an income of \$10 monthly for males, or \$8.90 monthly for females, is payable for life, 120 months certain. In lieu of the income at maturity, the insured may elect to receive the maturity value of \$1,587 per \$1,000 face amount.

Deduction of Premiums Waived by Mutual Life

Mutual Life is waiving deduction of premiums due on and after the date of the insured's death. The company will refund premiums paid in advance.

The change affects policies issued prior to January, 1948, which provide for premium payments on a monthly, quarterly or semi-annual basis. The policies provide that any unpaid premiums necessary to complete payments for the policy year current at death shall be deducted from the death proceeds.

The practice will henceforth be uniform for all policies, since 1948 and later issues do not contain the deduction clause. However, where death occurs during the grace period, the premium due at the beginning of that period is still payable to the company.

Principal Sum Rider Added

Jefferson National Life has added a principal sum rider as optional coverage, to its individual and family group hospitalization policies. The rider may be added to existing policies as well as new contracts, and provides \$1,000 for accidental death, loss of two limbs, or the sight of both eyes, or \$500 for loss of one limb or sight of one eye.

National Public Service has adopted 5, 10, 15-year term, term to 65, ordinary life, and 20-pay life on the non-participating plan.

COMPANIES

Form Louisiana Company

Life Underwriters Ins. Co. has been established as a capital legal reserve life company, with home offices at Shreveport, La. A. C. Decker, Jr., is president; Franklin D. Keith, vice-president, and J. R. Holley, secretary.

The company is starting with \$100,000 capital, and \$50,000 surplus. With the exception of qualifying shares, all stock is owned by Consolidated Underwriters, a Shreveport corporation headed by Messrs. Decker and Keith.

Mr. Decker, a member of the Million Dollar Round Table, was formerly Louisiana general agent for Reserve Life. Mr. Keith has served as agency secretary for Lee National Ins. Co. of Shreveport, regional manager for Acacia Mutual Life, and as superintendent of agencies of National Equity Life. Mr. Holley formerly was office manager of Continental Life of Fort Worth, and before that office manager and secretary of Legal Standard Ins. Co.

Switches to Stock Basis

Life Ins. Corp. of Salt Lake City is converting from a mutual benefit to a capital stock basis. Stock sales already are under way. Authorized capital is \$200,000, with a like amount of surplus. Cleo H. Bullard is president. The company, in operation for about a year,

has been writing life, A. & H. and hospitalization.

Liberty L. & A. Officers

Officers of the reorganized Liberty Life & Accident of Muskegon, Mich., which has just taken over the recently formed Ann Arbor Life, are: W. Frank Murray, president; Winston H. MacCurdy, executive vice-president and secretary; Frank Murray, Jr., assistant secretary; James N. Gillespie, treasurer.

It was incorrectly indicated in a recent issue that Mr. MacCurdy was slated to become president of the consolidated company.

SALES MEETS

Mass. Mutual Group Men Confer at Swampscott

Field personnel from 19 Massachusetts Mutual group offices from coast to coast attended a three-day conference on sales techniques and underwriting problems this week at Swampscott, Mass., under the leadership of Charles G. Hill, group secretary, and George W. Steinbach, director of group sales.

Principal talks were given Monday session by President Leland J. Kalmbach; Earl C. Jordan, general agent at Chicago and chairman of the group committee of the General Agents Assn.; Robert U. Redpath, New York, and Robert I. Curran, Jr., associate general agent of the Keane agency at New York.

The Tuesday and Wednesday meetings were mainly round table discussions. Home office men on the program included Vice-President Richard C. Guest; Fred T. Googins, assistant group secretary; Walter L. Grace, assistant actuary; Burton L. O'Neil, manager of group pension plans, and Donald E. Temple, Jr., assistant manager of the group department's underwriting division.

BMA Has Okla.-Ark. Parley

Business Men's Assurance is holding a two-day sales meeting for Oklahoma and Arkansas agents this week at Eureka Springs, Ark.

J. Bryan Johnson, manager at Oklahoma City, and A. J. Johnson, manager at Little Rock, are presiding at the business sessions. H. I. Hamilton, district supervisor at Little Rock, is the toastmaster for a banquet honoring the branch having the highest production record during August-September.

The home office is represented by G. J. Tritch, field manager; H. C. Pogue, vice-president, and John Zellers, underwriter.

Peoples, Ind., Holds Meet

The largest number of agents ever qualified for the annual convention of Peoples Life of Indiana, held at Pewaukee, Wis.

Glenn W. Isgrig, general agent of Reliance Life at Cincinnati, was guest speaker. Among the company general agents appearing on the program were Herbert L. Crockett, Russell Palm and John Miller.

N.Y.C. Junior Actuaries Meet

Dr. James J. O'Leary, director of the investment research committee of the Life Insurance Assn. of America, addressed the junior branch of the Actuaries' Club of New York City at its first meeting of the 1952-53 club year. He discussed investment problems facing life companies.

Christian Joins Life of Va.

Life of Virginia has named DeLos H. Christian to the actuarial department. He was formerly mathematician for Equitable Society. Mr. Christian entered the business with that company as an actuarial student in 1946, and became a fellow of the Society of Actuaries in 1949. He is a veteran.



Talking in terms of the prospect's needs!

The Twin Salesman, Great Southern's modern direct mail service for Great Southerners, has a message for every individual in need of life insurance. Colorfully and persuasively, it presents Great Southern protection in terms of these needs.

When Great Southerners submit their lists of prospects, classified according to their needs, the home office immediately starts the series of mailings that paves the way for personal presentations. The Twin Salesman is helping Great Southerners to reach more prospects, to better serve a great people in a great section of our nation.

GREAT SOUTHERN

Life

INSURANCE COMPANY

HOME OFFICE HOUSTON 1, TEXAS

NEWS OF LIFE ASSOCIATIONS

Texas Association Winds Up Two-Day Meeting at Austin

The two-day meeting of the Texas Association of Life Underwriters at San Antonio was devoted chiefly to a review of highlights of the N.A.L.U. convention, although some serious discussion was given over to the financial and membership problems of local associations.

Principal reviewers were Eddie Dyer of Southland Life, Fort Worth, president of the Texas Association; C. E. Wood, Great Western Life, San Antonio and L. Mortimer Buckley, general agent for New England Mutual at Dallas. Mr. Buckley announced that the Tri-City Sales Congress will open in Houston, Feb. 12; move to San Antonio, Feb. 13, and Fort Worth, Feb. 14.

Local association representatives were R. L. McMillon, Business Men's Assurance, Abilene; H. T. Etheridge, Jr., Southwestern Life, El Paso; Ben P. Atkinson, American General Life, Austin; Joseph Nall, State Reserve Life, Amarillo, and G. Arch Helland, Connecticut Mutual Life, San Antonio. George P. Montgomery of Great National Life, Houston, chairman of the Texas Leaders Round Table, outlined an ambitious program for the group's representatives at Austin.

R. L. Clark of California-Western States Life, Houston, announced that the 1953 convention of the Texas association will be held June 25-27, at the Shamrock hotel, Houston.

Mich. Caravan Card Is Set

Michigan Assn of Life Underwriters has completed arrangements for its 1952 sales caravan.

Speakers at the six meetings throughout the state will be George T. Guerre, Ohio National Life, Lansing, a former

star half-back on the Michigan State College football team who received All-American honorable mention; R. M. Orgain, assistant vice-president weekly premium division, Life of Virginia, and Louis Pohl, manager of Life of Virginia at Pontiac, association president. Roy Mathews, assistant state manager for Wisconsin National, Pontiac, association vice-president, is caravan chairman.

The dates and caravan cities are: Oct. 8, Pontiac, and Frankenmuth; Oct. 9, Jackson and Lansing; Oct. 10, Kalamazoo and Grand Rapids.

N.Y.C. Association, Branches Open Busy Fall Schedule

The New York City Assn. of Life Underwriters will install Charles S. McAllister, New England Mutual, as president at the Oct. 9 meeting. Guest speaker will be Jack Lacy, celebrated salesman and winner of the selling Oscar for 1951.

Benjamin N. Woodson, managing director of the National association, will open the fall schedule of the Brooklyn branch, Oct. 17. He will discuss "How to Make a Buck." Sophie Lubroth of Mutual Trust Life, president, will outline an ambitious program for the year. Edward L. Rosenbaum, general agent for Mutual Benefit, and L.U.T.C. chairman, will present certificates to Part 2 graduates, and citations to students completing Part 1.

"How Not to Succeed Successfully" was the topic of Paul S. Craigie, manager of sales training for the Lily Tulip Cup Corp., at the September meeting of the Long Island branch.

The following new officers were installed: John M. Reisert, Equitable Society, administrative vice-president; Kermit L. Updegrave, New York Life,

public relations vice-president; John J. Gill, Metropolitan, educational vice-president; John J. Pitfick, Metropolitan, secretary; William F. Gildea, Prudential, treasurer.

Bluefield, W. Va.—T. J. Noffsinger, secretary of People's Life of Washington, D. C., spoke on "The Agent's Job in Public Relations" at a luncheon meeting. L.U.T.C. certificates were presented to 28 members who completed the course during 1951-52. Presentation was made by R. B. Carter, division superintendent of agents of People's Life.

Philadelphia—Arwood Henderson, assistant superintendent of agencies of Aetna Life, will speak on "The Case Against Life Insurance," at the opening luncheon meeting Oct. 17.

Joplin, Mo.—The film, "Life Underwriter Training," was shown, and diplomas were presented to members who completed Parts 1-2 of L.U.T.C.

Buffalo—William J. Nenner, general agent for Penn Mutual at Cleveland, discussed "Recruiting."

Chicago—The Council of Field Underwriters division will hear talks by Ben H. Groves, manager of the life and A. & H. department of Travelers, president of the Chicago association; Roy D. Simon of Penn Mutual, treasurer of the Chicago association, and Gerard S. Brown of Penn Mutual, chairman of the committee on federal law and legislation of N.A.L.U., at its opening meeting, Oct. 6. Lady delegates to the past convention of N.A.L.U. loaned a touch of the convention's color and gave a full resume of its "sales ideas that click," at the first fall meeting of the Chicago women's division. Joy Luidens, secretary of the Chicago association presided.

Oklahoma City—The first meeting of the season featured a report on the Atlantic City convention of N.A.L.U. by Joseph Pinkerton, who presided for the first time as president. Mr. Pinkerton explained N.A.L.U.'s stand on higher compensation for agents, its attitude on group insurance, and also gave a review of the sales addresses. Speaker of the next meeting, scheduled for Oct. 17, will be Kenneth D. Hamer, vice-president and agency director of Pan-American Life, on "What Makes a Salesman Tick."

Lexington, Ky.—The association is assisting in the Fayette county Community Chest campaign and will solicit the metropolitan area. Frank E. Clegg, district manager of Prudential, a past president, is general chairman of the entire campaign and has more than 1000 volunteers assisting him. Chairman of the insurance group is A. L. Atchison, New York Life, past president of the Kentucky Association. Section chairmen are Paul Martin, Metropolitan Life; Lawson Brandenburg, Columbus Mutual Life; George Buchanan, Commonwealth Life, and John Boone, Fidelity Mutual Life.

East Liverpool, O.—The program for 1952-53 season was outlined at the opening luncheon meeting. Floyd Durbin, Western & Southern Life, as new president, was in charge of the meeting. James Stiner, staff manager of Equitable Life of Washington, D. C., spoke briefly on the ethics of the life insurance business.

Parkersburg, W. Va.—"Life Insurance and Character" was the topic of guest speaker William C. Petty, Huntington, president of the West Virginia association.

Mendville, Pa.—Wallace C. Brunner, assistant general agent of Connecticut Mutual Life at Pittsburgh, discussed "Simplified Selling." There was a discussion of a possible group disability and accident insurance plan for association members.

Dubois, Pa.—Louis Bruno, Metropolitan Life, discussed "Catering to the Little Man."

Boston—Edmund L. G. Zalinski, assistant vice-president of New York Life, will discuss "Increasing Your Sales Power" at a meeting Oct. 9. This will be a joint meeting with the Boston C.L.U. chapter. C.L.U. and L.U.T.C. diplomas will be awarded.

Dallas—Newman Long, manager for Great-West Life, past president of the association, has been appointed national committeeman to succeed Guy Goldstand of Equitable Society. John P. Pierce of State Mutual Life, is a new director.

Antigo, Wis.—The Wisconsin Valley association held a dinner meeting at which Hugo Rose, Equitable Society, Manitowoc, retiring president of the Manitowoc association described German life insurance operations in pre-war

days, when he was president of a company, later becoming a refugee from that country.

Green Bay, Wis.—Walter Radowski, National Guardian Life, Green Bay, and E. C. Schroder, New York Life, Appleton, state administrative vice-president, spoke on association activities at a luncheon meeting of the Northeastern Wisconsin association. They reported on the recent N.A.L.U. and Mr. Schroder stressed plans of the Wisconsin association for the coming months.

Sandusky, O.—Victor K. Miller of Connecticut Mutual Life, discussed "Prospecting Is an Art—Working Is a Habit."

Nashville—At its first meeting of the new year 47 national quality awards were presented.

Chattanooga, Tenn.—Frederic M. Peirce, associate director of company relations of L. I. A. M. A., spoke at the first fall meeting.

Minneapolis—Mary La Bella, Manhattan Life, Los Angeles, chairman of the Women's Quarter Million Dollar Round Table, spoke Monday at a luncheon meeting of the Twin City women's division. She outlined plans for a women's institute offering an advance life underwriting course at Purdue University next summer.

Great Bend, Kan.—The Central Kansas Assn. opened its season with Frank Templeton, new president, in charge. Vaughn Kimball, New York Life, Dodge



A GOOD BUY
For your prospects
A GOOD SALE
For you

Our popular Modified Five is an attractive life contract for up-and-coming young family men.

Buyers have the advantage of low premiums for 5 years and the contract guarantees continuous protection after 5 years at whole life rates lower than attained-age rates. Conversion privilege within 5 years.

The plan pays writing agents full commissions on entire 1st and 6th year premiums, in addition to usual renewals.

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City, president of the Kansas association, gave highlights of the N. A. L. U. convention at Atlantic City. A membership contest with the Southwest Kansas association was announced. The loser is to attend the winner's monthly meeting in the spring and furnish the program.

LIFE MANAGERS

Fete Schnell at L. A.

LOS ANGELES — Frederick A. Schnell, for several years general agent for Penn Mutual Life at Los Angeles, who has been elected a vice-president of Prudential, was honored at a farewell dinner by Life Insurance Managers Assn. of Los Angeles. Lloyd Lofatt, inspector of agencies of New York Life as toastmaster paid special tribute to Mr. Schnell for his rise in the life insurance business.

In addition, Charles E. Cleaton, past president of N.A.L.U., Occidental Life Los Angeles manager, reviewed the N.A.L.U. Atlantic City convention.

Kan. Managers to Organize

General agents and managers of Kansas will hold a management conference at Wichita Nov. 20 at which it is expected that a Kansas General Agents & Managers Assn. will be organized. Speakers will include A. R. Jaqua, director of the S. M. U. course; Travis T. Wallace, president Great American Reserve, Dallas, and Pendleton A. Miller, New England Mutual general agent, Topeka. Subjects will be "Recruiting-Financing-Training Agents." William Johnson, State Farm, is president of the Wichita association and Bert A. Hedges, Business Men's Assurance, conference chairman.

David B. Fluegelman of Northwestern Mutual Life, New York City, president of National Assn. of Life Underwriters, will address the Chicago group supervisors, Oct. 6.

Richard E. Pille, agency vice-president of Mutual Benefit Life, will address the Oct. 6 meeting of Chicago managers.

RECORDS

Southland Life showed a 40% increase over the previous highest month's record in August, with new business totaling \$16 1/2 million. During the first eight months of 1952 the increase was \$10,969,849.

August production for Bankers Life of Iowa reached over \$18,734,100, a 24% gain over August of last year. Ordinary sales for the month totaled \$10,418,100, while group business was \$8,316,000. New business for the first eight months amounted to \$134,705,639, a 2% increase over the same period of last year. Insurance in force has been set at \$1,748,682,766.

Manhattan Life passed the third of a billion figure for insurance in force, with the total on Sept. 1 standing at \$334,521,602. The gain of \$37,094,961 since January first set an eight months record. The first eight months paid for business of \$54,769,325 also marked a new high, exceeding last year's figure of \$43,476,657 for the same period by 26%.

Insurance in force for Franklin Life through August has reached over \$155 million, a substantial gain over the first eight months of last year.

Guarantee Mutual Life of Omaha recorded at 11.6% gain in new life business in August over the same month of 1951. There was a sizable gain of 58.6% in new A. & H. business for August over the same month of last year.

August sales of Northwestern Mutual Life totaled \$38,689,000, an increase of 13.8% over the same month last year. This was the seventh consecutive month that sales this year exceeded the corresponding month a year earlier. Sales for the first eight months of 1952 totaled \$329,026,000, setting a new all-time high for that period, and exceeding the previous 8-month high established in 1947 by \$1,398,000.

Paid production for the first eight months for Equitable Life of Iowa totaled \$78,782,523. Insurance in force for the same period has been set at \$1,204,555,858. Production totals in June and July were the highest in company history.

Selection Men Elect Harrison

(CONTINUED FROM PAGE 2)

writer Standard of Indiana; R. M. Kidd, underwriting secretary Ohio National; W. T. Warren, Jr., assistant vice-president Southern Life & Health, and J. F. Duston, underwriting secretary Equitable of Iowa. On displaced persons, participants were W. R. Marshall, superintendent life underwriting department Paul Revere Life; J. C. Kosid, underwriter Mutual Service Life; S. H. Ackerman, first assistant secretary and chief underwriter Manhattan Life, and J. E. Sheehan, assistant secretary United States Life.

Participating in the industrial underwriting forum were R. G. Diepenbrock, assistant secretary Peoples Life, D. C.; H. S. Lindy, vice-president Delta Life; W. W. May, secretary-treasurer Vulcan Life & Accident; T. J. Kirchem, assistant secretary Texas Prudential, and R. G. Demarest, assistant vice-president Metropolitan.

The members of the industrial underwriting case clinic included J. D. Renn, secretary Peninsular Life; Dr. A. S. Irving, medical director Commonwealth Life; E. B. Coarsey, industrial underwriter Gulf Life; C. R. DeHaas, assistant secretary Equitable of Washington, and C. A. Outen, manager industrial underwriting Pilot Life.

The moderators were J. B. Ulrey, chief underwriter American United, and M. R. McDonnell, underwriting secretary Sun Life, Baltimore. C. Edwin Carlson, chief underwriter Continental Assurance; J. B. Corbett, manager underwriting department Colonial Life, and H. M. Shoemaker, chief underwriter Volunteer State Life, were chairmen at various sessions.

A total of 156 certificates have been awarded for completion of the two parts of the institute examinations since the program got under way in 1949. R. B. Caplinger, assistant secretary and chief underwriter Southland Life, reported for the educational committee. There were 38 certificates awarded this year.

Mr. Acree was appointed chairman of the nominating committee, and H. A. Munson, assistant underwriting secretary Guarantee Mutual, chairman of the auditing committee.

Mr. Harrison, the new president, has a field background, having entered the business as an agent in the New York Austin agency of Aetna in 1931. In 1935 he joined the underwriting department of Guardian Life and later that year became an underwriter for Security Mutual. He attended Yale University. He was named to his first institute office in 1947.

Cal. Conclave Ends Regional Rallies for Mutual Leaders

(CONTINUED FROM PAGE 2)

on a favorable basis, present policyholders being the most logical source of prospects.

According to John R. Hastie of the Tye agency at Chicago, the best business insurance prospects are found where one or more of the following situations prevail:

One individual is a dominating factor. Success of the business depends in whole or in part on personal contacts of a certain individual or individuals, or on special technical ability, or financial acumen, sales leadership, or production skill of certain individuals.

Business is on the threshold of expansion, and has substantial obligations.

Business has a substantial investment in tangible assets such as plant, equipment, land, the earning power of which might be seriously affected by the death of a principal.

Harry K. Gutmann of the Kassoff agency at New York, described several factors often responsible for the relative mediocrity or superiority of an agent. One, fear of public attitude



MARVIN N. HANSEN
Okanogan, Wash.

Another SUCCESS STORY!

Although Marvin N. Hansen of Okanogan, Wash., entered the life insurance business only two years ago, he has already made great progress as a field underwriter. Besides coming to the front as one of the leading members of the D. E. Carnahan Agency at Seattle, Hansen has gained company-wide recognition by qualifying for The Ohio National Honor Clubs in 1951 and again this year.

SUPER 60
Gearing to the times, this Ohio National best seller has found wide favor with the insuring public and has smoothed the way to early underwriting success for Hansen.

The
OHIO NATIONAL
LIFE INSURANCE COMPANY
Cincinnati, Ohio

GUARDING A WAY OF LIFE

Even though our contribution is small compared with the life insurance industry as a whole, we are proud of the part we have been permitted to play in guarding a way of life for thousands of American families.

Life insurance is a free institution. It continually refutes the idea that individuals cannot provide for themselves. To that extent, it is building self-reliance in the individual, a characteristic basic to the free American way of life.

ATLANTIC LIFE
INSURANCE COMPANY

Established 1900

Richmond, Virginia

toward life insurance and the agent, is very real despite an increasing acceptance of the agent as a professional adviser. Only time, he said, can overcome this. Another, fear of the prospect, is not necessarily a fear of people, and must be overcome through the realization that many prospects are willing and even anxious to discuss life insurance problems if approached by a well-informed, intelligent agent.

Several tips were given by Lawrence W. Doland, Columbus, O., which have helped him add extra business. He suggested finding out when policyholders and prospects get their bonuses, as that is an ideal time to see them. Also, find out when the mortgage on a home will be paid off. In such situations, men have been making definite payments for some time and now are in an age bracket, and a financial condition, when retirement policies will be particularly appealing. Work Saturday afternoon; it is the best time to see the salesmen who are away from home all week. Be on the look-out for pay increases and promotions.

Big Sales Volume, Inflation Shroud Growth Potentiality

(CONTINUED FROM PAGE 10)

basis of protection equal to 1941 by income groups.

The challenge to the life insurance industry is not so much that of changing media trends as it is of changing markets in relation to media, the real challenge is how to cash in on the increased sales opportunities that exist because of the changed market structure, Mr. Johnson said. As the standard of living advances and families move up from one income group to the next their need for life insurance increases if they are to protect their new standard of living.

These changed conditions have several significant implications to advertising and media plans, according to Mr. Johnson. There is an indicated

pressing need for more help to the agent in the form of advertising to open the door for him and to pre-sell a favorable acceptance to the importance of life insurance and the importance of reexamination of present insurance protection in relation to present income and standard of living.

Points to Inadequacy

When the number of "excellent" prospects was so limited, Mr. Johnson said the agent could do much of this selective cultivation on a personal basis without the aid of advertising. With 54% of the total families now "excellent" prospects, the agents' problem is quite different. Yet only 15 life companies in the U. S. invested as much as \$100,000 in traceable advertising in major media in 1951.

With the broadened market for insurance and the moving upward of millions of families to higher income levels, Mr. Johnson opined there is more than ever a need for intensified educational effort on an industry-wide basis to create a favorable attitude toward insurance and a greater understanding of insurance. And, he stressed, expansion in life insurance sales to a level more nearly approaching the pre-war relationship to family income after taxes would be a powerful influence in checking inflation.

Likert C.L.U. Speaker

George H. Likert, Jr., of Kaumhaimer, Alt & Linkert, Milwaukee attorneys, will discuss "Buy and Sell Agreements Funded by Life Insurance," at a luncheon meeting of the Milwaukee C.L.U. chapter Oct. 6. This will be the opening meeting of the season.

Heads New Crown Agency

Crown Life of Canada has established a general agency at Houston with Sydney H. Cohen in charge. Mr. Cohen had been with Southwestern Life since 1937.

Tibbott Named as New L.A.A. President

(CONTINUED FROM PAGE 1)

among the companies' top managements. Paul Dyling, Postal Life, has charge of the project.

A. L. Cawthorn-Page, Metropolitan Life Canadian head office, L.A.A. president, mentioned that the theme of the meeting was "Meeting Today's Challenge."

In this connection he recalled the writings of Arnold Toynbee, famed historian, in which history is viewed as a series of challenges and responses.

Welcoming the gathering to Montreal, President George W. Bourke of Sun Life of Canada, expressed appreciation at L.A.A.'s having elected Mr. Page as its president, the first Canadian to hold that office.

Describing L.A.A. as occupying an important and responsible niche in the business, Mr. Bourke said that its work of providing a sound understanding not

Canadian currency being at a premium, Mr. Woodward got quite a laugh when he said he was glad to see so many of his compatriots, and that it spoke very well for them, seeing that they came from a "soft currency" country.

Principal luncheon speaker was Brooke Claxton, Canadian minister of defense, who talked on "The Challenge to Citizens of the Free World." Mentioning that life insurance depends on confidence, he said:

"It is with similar confidence that the peoples of the free world consider it worth their while to spend their money on the cost of defense as part

WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

ACTUARY ADMINISTRATOR

ACTUARY WITH EMPLOYER EXPERIENCE TO TAKE CHARGE OF OFFICE ADMINISTRATION OF GROWING FIRM OF PENSION CONSULTANTS. SALARY OPEN. GIVE BACKGROUND IN REPLYING TO ROOM 1556, 230 PARK AVENUE, NEW YORK 17, N. Y.

Progressive Insurance Company writing all modern up to date forms of Life, Annuity, Health, Accident and Sub-standard Insurance. Interested negotiating for manager of any State, Territory or Nation that we are not operating in at present. Will give financial assistance for developing territory. Write or wire A. M. Miller, President.

North America Insurance Company
1800 Block Southmore Boulevard
Cable Address: N M C O
Houston 4, Texas

DISTRICT AGENT FOR IOWA

Old Established Mid-Western Insurance Company with an enviable reputation for Agency and Policyholder service for 50 years has an opportunity for a man EXPERIENCED IN SELLING LIFE, HEALTH AND ACCIDENT AND HOSPITALIZATION INSURANCE. Must be an aggressive salesman able to manage own business and train others successfully. Top writing and renewal commissions plus monthly bonuses and sales aids to the right man. Give experience, age and number of counties desired in request for appointment.

FIDELITY HEALTH AND ACCIDENT
MUTUAL INSURANCE COMPANY
Fidelity Building
Benton Harbor, Michigan

Actuarial Assistant

Excellent opportunity for young man with 3 or 4 years of experience in Actuarial work, and with satisfactory record of progress in Actuarial examinations. Medium sized mutual company with highest rating, located in Midwestern city. Write with full details of experience and salary expected. Inquiries will receive confidential treatment. Address N-52, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED

Life Insurance Company licensed in North Carolina which will write aviation cadets and military pilots with no restrictions as to flying and war—Probability of large production. Address N-50, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.



PILOT LIFE SALUTES:

Top General Agents, 1951

Why are Pilot agents known for their achievements? Ask these men: R. L. Forbes, Jr., Puerto Rico; W. R. Parsons, Norfolk; J. W. Underwood, Fayetteville, N. C.; Dick Harris, Jr., Charlotte; C. R. Webb, Shelby, N. C.; A. C. Stuart, Winston-Salem, N. C.; J. M. Waddell, Jr., Charleston, S. C.; Reginald Poe, Shreveport; H. D. Waldrop, Goldsboro, N. C.



Pilot Life Insurance Company

PILOT TO PROTECTION SINCE 1903

O. F. STAFFORD, President

GREENSBORO, N. C.



John L. Briggs



Jack R. Morris

automobile insurance situation, where the car owner has exhibited a far more realistic appraisal of his property than have many men as to the value of their life. According to the speaker, the challenge to the business today is the task of promoting a realistic approach to life insurance. It is not a commodity to be sold or purchased casually. Circumstances should be evaluated and contingencies considered judiciously.

Mr. Bourke said that sincerity must be an outstanding quality of the public relations conseller. He must have the strength and character to state his views clearly to management, even though a course of action suggested may be contrary to established policy. Management is looking for men with ability to appraise and interpret public opinion, not "yes" men, he concluded.

Donald B. Woodward, Mutual Life's vice-president for research, spoke on "The Augurs and the Auspices." His talk is reported elsewhere in this issue.

At the luncheon Monday, Stanley Woodward, U. S. ambassador to Canada, was a guest of honor. He was introduced by Mr. Cawthorn-Page, who was toastmaster.

of the premium for insurance against war."

Monday L.I.A.M.A. Managing Director Charles J. Zimmerman made a talk on the need for a broader understanding of the problems of the life insurance business on the part of life insurance advertising men. It is reported elsewhere in this issue.

Edward O'Shaughnessy, Equitable Society, Chicago, discussed the sales possibilities of business insurance. He opined that a frank appraisal of the situation will demand that any company must get into the business insurance field with both feet, not only because of the business that will result directly but "because of the huge by-products which we know come indirectly."

He said Equitable had 117 cases in July for \$50,000 or more, totaling \$8,172,000. Fifteen years ago the July volume of such cases was \$2,960,000 on 41 lives. More and more of the larger applications today involve business insurance or are related to business interests, he said.

WOMEN'S MARKET

Talking on the life insurance market among women, Byrne Hope Sanders, Toronto marketing consultant, urged that life companies develop an overriding program of public education in the L.A.A., with each company picking up the theme and playing its own particular interpretation thereof.

"I think you'd make real progress," she said, recalling the comment of a leading mayonnaise manufacturer on a general program to increase the use of mayonnaise. He didn't care whether his brand got mentioned or not, saying that if the use of mayonnaise could be boosted, he was confident his company would get its share of the increased sales.

Rather than being merely a supplement to the agent, A. & H. coverage is really the very foundation of life insurance since it protects the income needed to maintain the latter, Willard C. Cousins, field supervisor of Aetna Life, stated in his talk. The most carefully prepared program for a client may fall short of its objective as a result of prolonged disability, he said. A. & H., however, can assure its continuance.

In putting across an A. & H. promotion campaign, Mr. Cousins suggested that agents be graphically shown the income possibilities of that coverage. The same people that are buying life insurance are buying A. & H., he said, adding that the agent should be made to realize he can share in the commissions from this business.

Charles R. Corcoran, Equitable Society, presided Tuesday morning. A panel on "Getting Sales Tools Used in the Field" had H. G. Kenagy, Mutual Benefit Life, as moderator. He led off with a quotation from an editorial in the Sept. 12 issue of THE NATIONAL UNDERWRITER on the desirability of knowing more about how direct mail can be used effectively to help agents sell.

R. B. Taylor, Jefferson Standard, said the decision as to what tools should be produced should be reached jointly by the agency department and the advertising manager, since the best tools will be of little use unless they are coordinated with the company's sales efforts.

Where should the ideas come from? asked Mr. Kenagy. From the field? From the company?

E. P. Balkema, Northwestern National, said the closer the advertising department is to the field the more effective will be the tools. Many good ideas originate in the field. Not all suggestions can be followed but reasons why unusable suggestions are not followed through should be explained to the field man.

W. A. Hand, manager in Toronto for Confederation Life, said any sales promotional material should be adequately field tested or it may be dangerous. L.A.A. men, he said, are sales-

men and they must use salesmanship in getting the field men to use the new material. You can "expect" the men to use it but they won't use it unless you sell it to them, he said.

Material should always be given to the managers before it gets to the agents, he said, even though it costs more to do it that way.

Mr. Kenagy said "the reason we get so little out of a new tool is that we haven't given the agent skill in using it."

Mr. Hand said the managers should be trained in use of the new material and should be called upon to demonstrate their skill. For men inducted later, the skilled manager is the only one who will be doing the training.

Diminishing Use

What about material that goes over well at first and then its use drops to 10 or 15% of the field? asked Mr. Kenagy.

It's a matter of follow-up checking, for an agent can easily get off the prescribed track without knowing it, said Mr. Balkema.

Richard Rhodebeck, president United States Life, said agents get tired using the same selling talk day after day, but it is possible to keep it interesting by introducing variations.

Mr. Hand said one difficulty is that the agents are given too many sales helps. Many are unused because they are forgotten about.

J. J. D. Brunke, Mutual Life of Canada, said that many sales promotion men find it more interesting to work up new material than to follow through on the old.

Mr. Balkema said adaptability of material to the agent's market must be considered. For instance, it may be that only 5% of a company's field men can use estate planning material, so the percentage using a given tool isn't necessarily a measure of its success.

Mr. Hand said that if he were going back to the home office he would spend a lot more time "sitting where they (the agents) sit" to make sure of being on the right track and putting out material that field men would use.

Mr. Taylor said he would try to know the agency force better and to go

out in the field more.

Mr. Rhodebeck said he would put out far less material, make sure that material produced was used effectively, and destroy it when it became obsolete.

In the "traveling mike" discussion from the floor Russell Noyes, Phoenix Mutual, said when visiting with agents it is best to use a portfolio of material as a basis of discussion.

Robert J. Ardison, Massachusetts Mutual, said his company brought out a new training course about a year ago that has achieved acceptance among nearly all general agents for imparting skills as well as knowledge.

Generally the older agents are skeptical about new material until they see the newer men succeed with it.

A. H. Thiemann, New York Life, said his company has given its agents elaborate instructions on how its new color film should be shown before service clubs and similar groups.

Gordon Hill, Mutual Benefit Life, said use of reprints of its advertising has worked out successfully.

Jack Warner, Aetna Life, said his company has developed a catalog of promotional material that indexes and describes the different items in considerable detail.

Hear Collier and Johnson

William A. Neville, Great-West Life, presided Tuesday afternoon, when the speakers were Abram T. Collier, 2nd vice-president of John Hancock, who spoke on "Communicating the Ideal of a Creative Society"; and Arno H. Johnson, vice-president in charge of research of the J. Walter Thompson advertising agency, New York City who talked on "The Challenge in Changing Media Trends." Mr. Thompson's talk is reported elsewhere in this issue, as are the exhibit awards announced by Robert A. Cooper, North American Life of Canada, exhibits committee chairman.

Mr. Collier discussed how to get across to employees and others an understanding of the objectives sought in the business. He noted that there has come about the feeling of a need of some expression of purpose, some goal that satisfies the needs of management and workers alike for identification with an

enterprise and a feeling for its real and important function. Mentioning that the greatest individual satisfaction there is comes from a job well done, from doing useful and creative tasks, Mr. Collier stated that there are four forces that affect the ability of people to work together. They are difference, understanding, mutuality and growth. He described each, and showed how they are related.

Tuesday the Canadian life companies were hosts at a cocktail party.

James P. Ferguson, London Life, presided Wednesday morning. New York Life's new color motion picture, "From Every Mountain Side," was the opening feature. A. H. Thiemann, assistant vice-president of New York Life, explained that the film was designed to aid the entire life insurance business and that mention of the company is held to a couple of incidental references.

Challenge of Creative Thinking

Marion Harper, Jr., president of the McCann-Erickson Advertising Agency of New York City, talked on "The Challenge of Creative Thinking," saying that far too many advertising people who should be thinking up ideas "specialize in trying to keep up with yesterday." They seem to want only proven methods, even though the same old methods they look for were once daringly new. He gave a number of steps by which creative thinking is carried from the original spark to completion and said much can be done by making creative thinking a habit. Like smiling, he said it is contagious in the extreme.

Pointing to a trend in other lines from personal selling toward self-service, Robert E. MacNeal, president of Curtis Publishing Co., Philadelphia, observed that this conditions a client's mental habits and in turn affects his planning of an insurance program.

The continuance of this trend, he said, will find an increasing need on the part of the agent for the pre-selling support which advertising can furnish. Citing figures to show that clients of many agents frequently initiate the purchase of life insurance, the speaker wondered whether these are actually cases of client initiation or whether the real origin



Perfect Balance

EXPERIENCE PAYS OFF!

Yes Sir—for "On the Nose" protection in Accident & Health—Hospitalization—Medical Care policies on an Individual, Family, Franchise or True Group basis you'll find that National Casualty coverages out-perform them all.

Many excellent agency opportunities are available in select territories Now!

NATIONAL CASUALTY COMPANY
DETROIT 26, MICHIGAN

Remember—It's Easiest to Sell the Best!

was in fine advertising campaigns which sold the basic idea of insurance.

The luncheon which concluded the meeting had as presiding officer Mr. Crockford. A. Gordon Nairn, Prudential's director of agencies for Canada, spoke on the advertising man's opportunity. He suggested that each member take time off on his return home to think and do some long range planning. Otherwise many of the good ideas acquired at the meeting might be lost.

Summing up the meeting, Mr. Crockford said the value of the meeting lay in what the members did with what they had learned. He urged a "sense of wider horizons" rather than being overly preoccupied with the technical aspects of the job.

The meeting closed with brief talks by the retiring president, Mr. Cawthorn-Page, and the new president, David Tibbott, New England Mutual. Mr. Tibbott presented to Mr. Cawthorn-Page on behalf of the membership a gavel as a souvenir of his presidency.

Conclude A.&H. Sales Course

A formidable speaker's roster featured the three-day Disability Insurance Sales Course sponsored by the Cincinnati Assn. of A. & H. Underwriters at Xavier University.

Talks were given by Carl Lane, field supervisor for General American Life; William Steiger, general agent for Massachusetts Indemnity, Cleveland, and Charles Ray, assistant manager of the A. & H. department for Hoosier Casualty.

The following representatives of Inter-Ocean also addressed the gathering: J. W. Scherr, Jr., secretary; Emerson Davis, general agent at Dallas; Louis Furniss, manager of the group department, and George Pfau of the legal department.

Calls N.A.L.U. Company Dominated

(CONTINUED FROM PAGE 1)

has been no independent organization of strictly ordinary agents which will give expression to the views of the important segment of the life insurance industry consisting of the ordinary agents of the country.

"The evil caused by this great vacuum has been dramatized by the problem created by the need to modernize section 213.

"When this agents association appeared before the legislative committee last February in opposition to your proposed bill, it was impelled to do so because there was no other spokesman for ordinary agents to expose the unfairness and continued discrimination proposed by you. The National Assn. of Life Underwriters made a pretense of independence but wound up by abandoning the disguise and fully endorsing your proposal despite those features which were inimical to the interests of agents.

"Your two management organizations have now created a policy committee to study section 213. This policy committee is holding conferences with New York's insurance superintendent and counsel for the New York's legislature's joint insurance committee.

"Wide publicity has been given to the composition of the committee which includes top management of a number of leading companies and also to a statement that the agents of the country are represented on this committee because you have included as members two of the executives of N.A.L.U.

"This is a deplorable situation which requires public examination.

"N.A.L.U. includes in its membership the general agents, the managers and many others who comprise the field management of your companies. Although

in number they are a small minority of the membership, they control the policies of N.A.L.U. For example, in the past 10 years every officer and every member of the executive committee of that association with a single exception has been a general agent or a manager. Also, it is well known that the association is heavily subsidized by the companies. For example, it receives more than \$100,000 annually from the companies under the guise of advertising.

"In 1949 as the result of charges brought before the national labor relations board by a former member of N.A.L.U., the majority of your companies entered into settlement agreements with the national labor relations board.

"Each agreement included the following statement: 'The company will not recognize the N.A.L.U. as the representative of any of its agents for the purpose of dealing with it concerning grievances, labor disputes, wages, rates of pay, hours of employment or other conditions of employment and the company will not recognize the N.A.L.U., or any successor thereto for any of the above purposes unless and until the N.A.L.U. or any successor thereto shall be certified by the board as the bargaining representative of its agents.'

"Also included was the following: 'Nothing herein shall prevent the N.A.L.U. from functioning as a professional organization nor prevent the company from contributing financial or other support through the activities of the N.A.L.U. in the field of a professional organization.'

"We have no criticism of the N.A.L.U. as long as it confines its activities to the limited field of a so-called 'professional organization'. However, when it pretends dishonestly to represent agent interests in dealing with matters such as grievances, compensation or conditions of employment, we charge that it does so in order to serve the purpose of management and that this action results in continued betrayal of its own members and the damaging of the interests of all agents including the members of our association.

"Whatever else N.A.L.U. is and does, it is a fact that it does not represent the agents of America in any matters concerned with the grievances, rates of pay or conditions of employment of agents.

"Your action in including representatives of N.A.L.U. on your committee and holding forth that the agents of the country are participating in conferences which are intended to result in legislation which you will sponsor is either a violation of law or a subterfuge.

"In either case, it is not in the best interests of the institution of life insurance. It is a devious action unworthy of the distinguished Americans in top management who are members of this policy committee and we can only assume that the serious implications of this course have escaped their attention.

"This pretense that the ordinary agents, who are the most vitally affected of any group concerned with section 213, are represented in these preparations for new legislation certainly does not deceive the New York superintendent of insurance or the counsel and members of the joint legislative committee. It will not be permitted to deceive the agents themselves or the general public.

"Like the ordinary agents of all companies, we have a vital stake in new legislation on section 213. Until the agents of other companies also overcome the obstruction which you have placed in their way through the device of the N.A.L.U., we will continue to speak for them and our own members and to bring to public attention this fight for justice.

"If you are sincerely desirous of having agents who are free agents partici-

pate in working out a revision of section 213 which will be well balanced and just to all interests concerned, we are willing to make our contribution by offering our cooperation toward that end.

"It is our position that we prefer harmonious collaboration in the preparation of appropriate legislation rather than to be forced again into the role of defending agents' interests by attack and exposure of improper proposals at public hearings."

A. & H. Bureau Elects Hauschild Chairman

(CONTINUED FROM PAGE 1)

insurers, physicians and hospitals together work out a plan of action to which each group will strictly adhere, Mr. Cheek opined. The job may require the regulation of rates which hospitals charge for their services, or at least the fixing of some of the rates to be charged for a given period of time so that insurance rates may be fixed in relation to such hospital charges. "If we are going to offer anything approximating complete protection we must know in advance what the costs are going to be," he said.

Suggests New Rating Plan

He suggested that rating of A. & H. be based on the experience, with the policyholders being told that if they abuse their rights or allow any physician or hospital to abuse their rights it will result in the insurance costing them much more. The number and variety of policy forms should be reduced to a minimum, each form being put out at a rate determined by experience.

Speaking on "Federal Government in Health Insurance," A. L. Kirkpatrick, insurance manager of the U. S. Chamber of Commerce, told the bureau members that the A. & H. business is the only insurance field in which the private companies have kept ahead of the government, and it is now the objective of the government's drive. He recited in detail the various plans that have been or are being attempted which would legislate the government into the A. & H. field.

Ralph J. Walker, vice-president of Pacific Mutual Life, spoke on "The Challenge" and Raymond F. Killion, assistant vice-president of Metropolitan Life, talked on "The Outlook for Individual Accident and Sickness Insurance."

There was a panel on group insurance conducted by J. Henry Smith of Equitable Society, with J. C. Archibald, Bankers Life of Iowa; J. E. Hellgren, Lumbermen's Mutual Casualty; D. Cody, New York Life, and George E. Light, Travelers, as panel members answering questions from the floor.

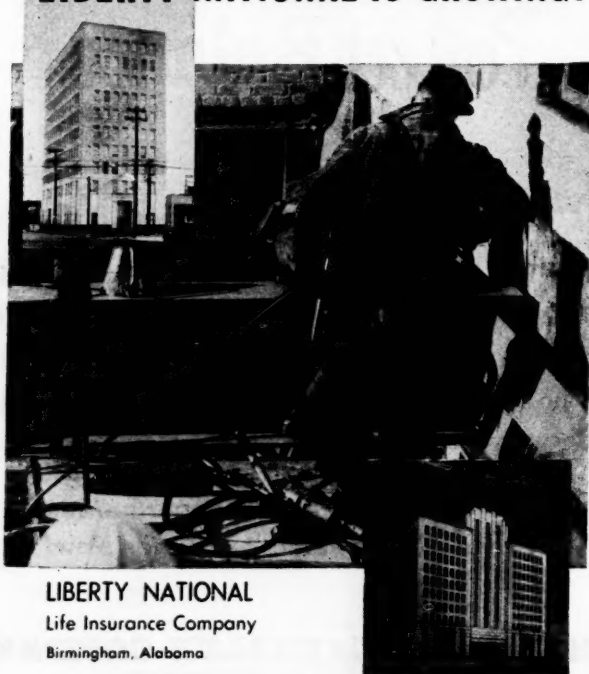
The advantages of a level commission and an unlevel commission basis were discussed by Paul H. Rogers, Aetna Life, for level commissions, and P. J. Burns, New York Life, for unlevel commissions, to open the second day's meeting. T. O. Schwarz, Standard Accident, talked on experience under the blanket medical expense benefit of commercial accident policies.

Inflation Effects

The effect of inflation on the "open" or "blanket" amount insurance is difficult or impossible to control, and almost equally difficult to measure, Mr. Schwarz declared. He estimated that pure loss costs for 1948 to 1951 have risen 20% because of normal rises in expenses and 6% due to the broadening of the blanket portion of the policy. These increases, he estimated, could produce an approximate addition in the loss ratio of from 10 to 12 points.

Mr. Follman gave a detailed analysis of commercial accident insurance in 1952, and there was a panel discussion on major medical expense insurance led by David H. Harris, Equitable Society. Participating were Henry R. Roberts, Connecticut General Life; A. B. Hale, Continental Casualty; J. Al-

LIBERTY NATIONAL IS GROWING!



LIBERTY NATIONAL
Life Insurance Company
Birmingham, Alabama

bert Burgoyne, Liberty Mutual, and R. E. Ryan, Royal-Liverpool group.

On the last day there was an open panel on risk selection conducted by Edward M. Ulrich, Pacific Mutual Life. Members of the panel were Dr. H. M. Stevenson, Aetna Life; Ray L. Hills, Great American Indemnity; F. L. Templeman, Maryland Casualty; L. B. Soper, New York Life; John F. Lydon, Ocean Accident, and E. A. Hauschild, Security Mutual Life.

E. A. Hauschild, the new bureau chairman, began in the insurance busi-

ness in 1908 with Continental Casualty in the underwriting department. After some experience with the home office he went to New York in charge of underwriting. Subsequently he went with Pacific Mutual Life as an adjuster, returning to Continental as superintendent of underwriting at New York. In 1940, when Security Mutual Life entered the A. & H. field, Mr. Hauschild was named to head that department. He is the author of "A. & H. Underwriters' Guide," a textbook on A. & H. underwriting.

EXHIBIT WINNERS AT ADVERTISING MEN'S MONTREAL RALLY ARE LISTED

Listed below are the companies which received awards of excellence in the exhibit competition at the annual meeting of Life Insurance Advertisers Assn. at Montreal. Awards are shown according to classifications. Names of the judges also are given.

Sales Promotion—Internal

American Mutual Life, Bankers Life of Nebraska, Business Men's Assurance, Connecticut General, General American, Great-West, Jefferson Standard, Metropolitan, Mutual Benefit Life, Northwestern National, Occidental Life of California, Ohio National, Phoenix Mutual, Shenandoah Life.

Sales Aids

American United Life, Connecticut Mutual, Equitable Society, Equitable Life of Iowa, Metropolitan, Mutual Life, Mutual Service Life, North American Life of Canada, Old Line Life, Provident Mutual Life, Union Mutual Life, Woodmen Central Life.

Prestige and Good-Will

Crown Life, Empire Life of Canada, Excelsior Life, Great-West, Manufacturers Life, New York Life, Postal Life of New York.

Material Used in the

Recruiting of Agents
American National, Massachusetts Mutual, Mutual Life.

Direct Mail Advertising

Equitable Society, New York Life, Security Mutual Life of New York, United States Life.

Wall Calendars

Excelsior Life, Mutual Benefit Life, National Life of Vermont, Northwestern Mutual Life, Old Line Life, Provident Mutual Life, Travelers.

Greeting Cards

Liberty Life, Life of Virginia, National Life of Vermont, North American Life of Canada, Occidental Life of California.

Annual Reports

American United Life, Fidelity Life, Great Southern Life, Guardian Life, John Hancock, Liberty Life, London Life, Manufacturers Life, Mutual Service Life, New England Mutual, Occidental Life of California, Pan-American Life, Southwestern Life.

Material Directed to Policyholders

Fidelity Life, New England Mutual, Occidental Life of California, Old Line Life.

Material Directed to Insurance Brokers

Bankers Life of Iowa, Berkshire Life, Connecticut Mutual, Great-West, New England Mutual, Postal Life of New York.

Company Magazines and Newspapers

Addressed to Agents
Atlantic Life, Berkshire Life, Connecticut Mutual, Fidelity Mutual, Great Southern, Life of Georgia, Mutual Life, Occidental Life of California, Pacific Mutual Life, Provident Mutual Life, Security Mutual Life of New York.

Employee Relations Material

Home Life of New York, Life & Casualty, Mutual Benefit Life, Mutual Life, New York Life, Northwestern Mutual, Occidental Life of California, Prudential, Sun Life of Canada.

National Magazine Advertising

Great-West, John Hancock, New York Life, Security Mutual Life of New York, Travelers.

Newspaper Advertising

Dominion Life, John Hancock, Liberty Life, London Life, Postal Life of New York, Prudential, Shenandoah Life.

Insurance Trade Paper Advertising

American United Life, Mutual Benefit Life, New England Mutual Life, Occidental Life of California, Pan-American Life, Postal Life of New York, Provident Mutual Life, Security Mutual Life of New York, Union Central Life, Union Mutual Life.

Public Relations Material

Baltimore Life, Business Men's Assurance, Columbian National Life, Prudential.

Any Class of Material

Confederation Life, Crown Life, Dominion Life, Mutual Service Life.

Any Class of Material on Personal

Accident and Health Insurance
Mutual Life, Occidental Life of California.

Judges Listed

Judges for exhibit competition were: Agents—T. E. Jarvis, Aetna Life, Toronto, and M. L. Levy, Imperial Life, Toronto.

Art—A. J. Casson, art director, Sampson-Mathews, Toronto, and Clair Stewart, art director, Rolph Clark Stone, Toronto.

Copy—H. J. Caverhill, copy chief, Cockfield, Brown & Co., Toronto, and E. W. Reynolds, chairman, E. W. Reynolds, Toronto.

Direct mail—Neil Powter, sales promotion manager, Howard Smith Paper Mills, Montreal, and E. H. Woodley, advertising manager, Northern Electric Co., Montreal.

General Agents and Managers—E. Morell Blackie, London Life, Toronto, and Edwin J. Henwood, Prudential, Peterborough.

Layout—R. C. Cumline, art director, Bonac Engravers, Toronto, and Leslie Trevor, art director, Rous & Mann Press, Toronto.

Public Relations—J. A. Brockie, supervisor, public relations, T. Eaton Co., Toronto, and K. A. MacGillivray, public relations executive, MacLaren Advertising Co., Toronto.

Representing—Mrs. W. R. Walton, president, Canadian Assn. of Consumers, Toronto, and Ben Ward-Price, president, Ward-Price Ltd., Toronto.

Typography—W. E. Harrison, sales manager, Atwell Fleming Printing Co., Toronto, and W. E. Trevett, president, Cooper & Betty, Toronto.

Southland Sets New Record

Production of Southland Life in August, which was president's month, was \$16,500,000, exceeding any 30-day period in its history by 40%. Insurance in force now stands at \$725,129,179.

A special award was presented to Raymond C. Brumley, central Texas manager at Austin, whose agency made the greatest percentage increase in paid business during the campaign over the monthly average for the first half of 1952. Holiday trips were awarded to the 10 leading producers and their wives.

Boston Mutual Life has appointed Robert Stinson associate comptroller. He started in the auditing department in 1935 and was appointed cashier in 1945 following army discharge.

NEW OFFICIAL FAMILY OF N.F.C.



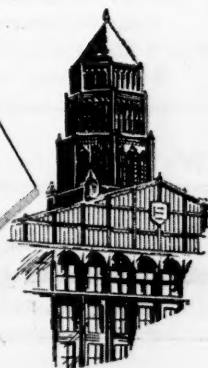
The new executive committee of the National Fraternal Congress, following the election at the convention at Boston: Seated, Agnes Koob, Woman's Benefit Assn., director; Lendon A. Knight, Royal Neighbors, vice-president; Ernest R. Deming, Sr., Unity Life & Accident, president; Alex O. Benz, Aid Assn. for Lutherans, past president of the N.F.C., who acted as installing officer. Standing, Coloman Revesz, Verhovay Assn., director; Joseph Spencer, Protected Home Circle, director; John Harris, Praetorians, director; Foster F. Farrell, secretary-treasurer-manager, and George H. Crowns, Catholic Order of Foresters, director.

Elected to the executive committee, but not present when the photograph was taken, was René Paré, La Société des Artisans, Montreal.



BASIC TRAINING

is as much a part of each field associate's introduction to career life underwriting as is the rate book. Granted an Award of Excellence by the Life Advertisers Association, the Company's Basic Training Course informs and instructs the newly inducted associate, leading him into immediate and profitable production. It forms a solid foundation for future coordinated study and development.



EQUITABLE LIFE INSURANCE COMPANY OF IOWA

Founded in 1867 in Des Moines

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

JOSEPH SPENCER, President

L. D. LININGER, Secretary

SHARON PA.

Lewis M. Terry, Utah insurance commissioner, was unable to take part in the convention of Utah Assn. of Insurance Agents at Salt Lake City because of illness.

ACTUARIES

CALIFORNIA

COATES, HERFURTH & ENGLAND
CONSULTING ACTUARIES

San Francisco Denver Los Angeles

ILLINOIS

CARL A. TIFFANY & CO.
CONSULTING ACTUARIES

211 West Wacker Drive
CHICAGO 6
Telephone FRanklin 2-2633

Harry S. Tressel & Associates

Certified Public Accountants
and Actuaries

10 S. La Salle St., Chicago 3, Illinois
Telephone FRanklin 2-4629

Harry S. Tressel, M.A.I.A.
M. Wolfman, F.S.A. Wm. H. Gillette, C.P.A.
N. A. Moscovitch, A.S.A. Robert Murray W. P. Kelly

INDIANA & NEBRASKA

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President

Indianapolis — Omaha

MICHIGAN

ALVIN BORCHARDT

Consulting Actuaries

76 West Adams, Detroit 26, Michigan
Phone Woodward 1-9515

NEW YORK

Consulting Actuaries
Auditors and Accountants

Wolfe, Corcoran & Linder

116 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN
CONSULTING ACTUARY

ASSOCIATE
E. P. Higgins

THE BOURSE

PHILADELPHIA

VIRGINIA & GEORGIA

BOWLES, ANDREWS & TOWNE

Consulting Actuaries
Employee Benefit Plans

RICHMOND

ATLANTA

Sales Ideas That Work

HOW MUCH IS "ADEQUATE"?

Tabulation Helps Offset Mutual Funds' Appeal

NEW YORK—For the benefit of the increasing number of life agents who are finding themselves in competition with mutual fund salesmen in selling to more prosperous prospects, there is reproduced herewith the table which Vice-president Clyde F. Gay of John Hancock, used in his talk at the annual meeting of the mutual fund conference in New York City. The table shows the amount of insurance needed to provide a widow, under the specified circumstances, with a life income equal to half her husband's net income after federal income taxes and life insurance premiums.

The table is reproduced here because many of the mutual funds state in their literature that a man's first obligation is adequate life insurance. One typical mutual fund, for example, states that a buyer should first have "adequate permanent life insurance" before investing in mutual fund shares. Use of Mr. Gay's tabulation provides a ready reference to show the amount of life insurance necessary to continue half the policyholder's net income after taxes and premiums to his widow.

Must Use All Assumptions

To use the table accurately, all the assumptions upon which it is based must be taken into account. These are (1) the family consists of a husband and wife of approximately the same age, and two minor children; (2) federal income taxes at the new 1952 rates have been used; (3) various amounts of income are indicated after taking normal deductions, such as interest paid, other taxes, contributions, etc., but before the regular family exemptions; (4) premiums for the life insurance have been taken on a low-rate participating whole life plan and present settlement options used to convert the insurance into a life income.

Under these assumptions, the amount

Amount of Insurance for Various Incomes						
Annual Income	\$ 5,000	\$ 10,000	\$ 15,000	\$ 20,000	\$ 25,000	\$ 50,000
1952 Federal Income Tax	577	1,773	3,236	5,000	7,004	21,088
Income after Tax	4,423	8,227	11,764	15,000	17,996	28,912
Age	Amount of Insurance					
25	\$54,000	\$101,000	\$144,000	\$184,000	\$221,000	\$355,000
30	50,000	94,000	134,000	171,000	205,000	329,000
35	46,000	85,000	122,000	156,000	187,000	300,000
40	41,000	77,000	110,000	140,000	168,000	270,000
45	37,000	69,000	98,000	125,000	150,000	242,000
50	33,000	61,000	87,000	110,000	132,000	213,000
55	28,000	53,000	75,000	96,000	115,000	184,000

Finds Competition, Prospects Abound

"There's plenty of life insurance business in Alaska," according to Alvin R. Gerik of Anchorage who represents

LaBow, Haynes Co., Seattle, Manhattan Life general agents there. Mr. Gerik, who's been in Chicago for the company's annual agency conference, hastens to add that there's also plenty of competition. In Anchorage, where estimates of population fluctuate from 30,000 to a high of 70,000, there are at least 20 other life insurance men representing American companies.

That Mr. Gerik is doing well in the



A. R. Gerik

face of competition is evidenced by his qualification for the Manhattan Club, which resulted in the 3,000 mile flight to attend the Chicago gathering. He's been in the life insurance business only three years, and entered it by chance after being a partner in a clothing business in Anchorage.

There was no training course available, so he's self-taught in insurance. "I just took the rate book and started studying."

As for prospecting, Mr. Gerik relies mostly on referred leads, but not entirely, for he does some cold canvassing.

An air force veteran of the last war, he has a private flying license and for a while he used his plane for life insurance prospecting all over Alaska. Now he's concentrating his sales efforts in and about Anchorage, for he has found that there's plenty of business "close to home."

Born and raised in Texas, Mr. Gerik became interested in Alaska when he saw pictures of it. After the war, he took a trip there and decided to make

it his home. He is married and the father of a baby girl.

Mr. Gerik is highly enthusiastic about life insurance and Alaska and expects that next year will bring the best production he's had so far. He feels the panel discussions and educational meetings at the conference have pointed up several sales-producing ideas which he will put into action immediately. Among other things, he plans to start a small-space but consistent and continuing newspaper advertising campaign.

Colonial Life Convention Observes 55th Anniversary

Colonial Life held its annual convention at Atlantic City, New Jersey, attended by more than 150 managers, field managers and agents who had qualified on a production basis.

Company executives on hand included Ernest J. Heppenheimer, chairman; Richard B. Evans, president; William treasurer, and several of the directors, who took part in a panel on "Vital Factors in Selling." Representatives of the New Jersey department were guests of honor at the banquet, including Benjamin B. Johnson, deputy commissioner; Timothy A. McNicholas, chief examiner, and Bernard McLaughlin, assistant chief examiner.

President Evans at the opening business session spoke on Colonial Life's 50th anniversary, and presented a bright outlook for the future. He said people, esprit de corps, and leadership are the keys to the progress of any successful undertaking.

"The Court of Sales Appeal," a mock jury trial, presented a novel way on the methods used by the company's leading salesmen in prospecting, the presentation and the close.

The group business meeting was opened with a comedy skit by Nicholas Donatelli of York, Pa., and the L.U.T.C. film, "Program for Progress," was shown. James G. Bruce, vice-president and secretary, spoke on "What Is This Thing Called Competition" and William C. Brown, vice-president and actuary, discussed the contemplated "1953 Rate Book." He also announced a sales campaign for new homes which the company will sponsor during the next five months.

Speaker at the closing luncheon was B. N. Woodson, managing director of N.A.L.U. and L.U.T.C.

MRS. MARGARET K. GROUT, wife of Harold A. Grout, vice-president of John Hancock Mutual Life, died at her home

JOHN R. PLUMMER, 62, veteran staff manager of Prudential at Utica, N. Y., died unexpectedly at his home.

CLYDE W. MURDOCK, 66, with Kansas City Life since 1915, died following a heart attack at his home in Lincoln, Neb.

NEWS BRIEFS

Ralph Cardenas of the Schnabel agency for Jefferson Standard Life, San Antonio, has been elected to the school board there.

Lester S. Roscoe, director of field training for Occidental of California, will address the Sales Executive Club at Phoenix, Oct. 6.

Life & Casualty has appointed **J. G. Koll** district manager at Meridian, Miss. He was formerly district superintendent at Tupelo.

Occidental of California has transferred **Gerard Beaudry** regional group supervisor at Montreal, to Jacksonville, Fla. Mr. Beaudry joined the company at Montreal in 1947.

John Wilson, general agent of Mutual Benefit Life, discussed "Why be a Manager?" at a luncheon meeting of Seattle managers.

Union National Life will write all juvenile plans with full benefit at age 1, rather than age 3.

Albert Hirst, counsel for the New York State Assn. of Life Underwriters, will lecture on certain legal aspects of life insurance at New York University.

The Ohio Farm Bureau companies have been licensed in New Jersey.



U. S. LIFE ... a better life to live!

It is hard to imagine projects such as the New York Herald Tribune Fresh Air Fund, the United Jewish Appeal, and the Urban League existing in a totalitarian country. The motives that start them, the tasks they perform, the nature of their support and everything they stand for grow out of convictions and feelings that are foreign to the thinking of non-democratic peoples.

For legions of poor young Americans the Herald Tribune's Fresh Air Fund means two wonderful weeks in the country. But it means more than that. It is often the introduction to a new concept of citizenship, of respect for themselves and others, and of the opportunities for a good life open to those who live in a free society.

Your contribution to the Herald Tribune Fresh Air Fund and other worthy movements helps to make U. S. Life ... A Better Life to Live.



The insuring public's steadily increasing appreciation of United States Life's century of service is well expressed in the words of Captain Eddie Rickenbacker, "If a thing is old, it is a sign that it was fit to live. The guaranty of continuity is quality."



**The
United States Life
INSURANCE COMPANY**
In the City of New York
84 William St., New York 38, N.Y.



MORE THAN 1,800,000 POLICIES IN FORCE



of Canada

BUILT UPON A SOLID FOUNDATION



Our 238 Junior and Senior Dynamo Club Members averaged over \$350,000 of Ordinary Life business during 1951

Here's The Reason

WE HAVE:

A. A WELL-TRAINED SALES ORGANIZATION

B. ARMED WITH EXCELLENT SALES TOOLS

and

HIGHLY COMPETITIVE SALES MERCHANDISE

C. A LIBERAL COMPENSATION PLAN . . . INCLUDES

- | | |
|----------------------------------|------------------------------------|
| 1. Free Hospitalization | 3. A Non-Contributory Pension Plan |
| 2. Group Insurance up to \$6,000 | 4. Disability Benefits |

Four Decades of Progress

1912 TO 1952

1. An all time high in new sales, \$116,000,000 in 1951 (includes reinstatements and revivals)
2. Half a billion dollars of insurance in force
3. Complete mutualization
4. The completion and occupancy of our new \$3,000,000 home office building

The progress of Pan-American Life Insurance Company is measured by the ability and success of its agency organization.

CRAWFORD H. ELLIS
President


EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director



For Information, Address:
CHARLES J. MESMAN
Superintendent of Agencies

**PAN-AMERICAN
LIFE INSURANCE CO.**
NEW ORLEANS, U. S. A.



*One of a series of advertisements
dedicated to the men and women
whose skill, knowledge and effort
contribute so importantly to the
life insurance salesman's success.*

The smile in Her Voice

HELPS YOU SELL MORE LIFE INSURANCE

The telephone operator—she's the heart of the agency's communications system . . . the girl whose deft fingers speed incoming and outgoing calls accurately, swiftly, surely along the lines.

Day by day, her patient attention to detail, her friendly courtesy and skill, help in countless ways to keep an agency running smoothly. Day by day, she helps pave the way for sales with the smile in her voice that builds good will among your prospects and clients.

ÆTNA LIFE INSURANCE COMPANY

HARTFORD 15,



CONNECTICUT